

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. XCIX

NEW YORK, APRIL 26, 1917

No. 4



*—beating the date
proved our case* ✓

The Ohio Electric Car Company were satisfied that N. W. Ayer & Son would produce unusually fine advertising for them.

Of our ability to counsel them wisely they felt certain.

As is often the case, however, some work was needed at once. A pretentious booklet to announce a new model had to be issued immediately. Something exquisite and unusual was essential.

The time for production was short—to many it would have been impossibly short.

They felt that only a nearby organization could handle the job in the required time.

We told them differently—and undertook to get it out by a specified time.

That booklet was in the mails before the required date—and its cost was below the estimated figure.

Yet the Ohio Electric Car Company were proud of it—felt it was worthy of the splendid car it advertised. *And it was.*

N. W. AYER & SON

ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

'Purchasing Power

A recent government report shows that in spite of *crop shortage* the increase in value of the 1917 over the 1906 crops is two billion dollars.

The farmer got more money for less produce; the city man found he had to pay two billion dollars extra for foodstuffs—and got less for his money.

* * *

Peace or war, there is another big year ahead for the farmer.

The world isn't producing the foodstuffs it needs.

No matter how big or how small the crops, the farmer is due for another season of big profits.

* * *

Do you know any better time to talk spending to any man than when "things are coming his way?"

Do your selling plans include educating the farmers as to why they should purchase your goods?

* * *

One thing more: Do you know that Standard Farm Papers have a big hold on the business farmers—the big money

makers—because they "act directly on that most important of organisms, the pocketbook nerve"?



THE STANDARD FARM PAPERS

ARE

- The Farmer, St. Paul
Established 1888
- The Ohio Farmer
Established 1848
- The Michigan Farmer
Established 1843
- Prairie Farmer, Chicago
Established 1841
- Pennsylvania Farmer
Established 1880
- The Breeder's Gazette
Established 1881
- Hoard's Dairyman
Established 1870
- Wallaces' Farmer
Established 1896
- Progressive Farmer
Established 1886
Birmingham, Raleigh
Memphis, Dallas
- The Wisconsin Agriculturist
Established 1877
- The Indiana Farmer
Established 1845
- Pacific Rural Press
Established 1870

WALLACE C. RICHARDSON, Inc.
Eastern Representatives
381 Fourth Ave., New York City

GEORGE W. HERBERT, Inc.
Western Representatives
Conway Building
Chicago

All Standard Farm Papers are members of A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. XCIX

NEW YORK, APRIL 26, 1917

No. 4

Economy Movement Provides New Opportunities for Advertisers

How Various Products May Be Linked to Work of Department of Agriculture

By S. C. Lambert

FROM this time forward, for the duration of the war, the watchword and keynote of American life will be economy. It has taken England nearly three years to learn that victories are won almost as much by abolishing waste at home as by abolishing enemy trenches at the front. However, there are already many indications that the lesson to be drawn from the British experience will not go unheeded, over here, and that economy, saving, thrift, the abolition of waste, will be drilled into Mr. and Mrs. Average Citizen by every means the authorities know how to use.

Obviously, this creates a golden opportunity for many advertisers. The manufacturer of a product which has an economy appeal can capitalize that fact with immense advantage to himself, and at the same time can feel conscientiously that he is aiding the efforts of the national government. This does not mean that cheap goods will in all cases be substituted for better ones by the buying public. It means that wasteful methods will be eliminated in favor of more sensible ones, that utility will perhaps be a greater inducement than stylishness, and that care will be taken to see that a maximum of value will be obtained for every dollar spent.

The most striking phase of the economy movement, and the one which is probably of most interest to advertisers just now, is the

great campaign now being conducted by the United States Department of Agriculture on behalf of economical and intelligent selection of food. Proclaiming that the housewife who attains an ideal of economy and efficiency in her own home is rendering the greatest possible service to the nation in the face of the war crisis, the Agricultural Department has entered upon a plan for the "mobilization" of the housewives — the "purchasing agents of the homes." The significance of this plan should not be overlooked, by any manufacturer of house furnishings as well as by the producer of foodstuffs. Its indirect influence, indeed, is likely to extend to advertisers of every class of wearing apparel and all the other advertisers of necessities and conveniences on which women control the budget.

Thus far, naturally enough, perhaps, the Federal campaign for food conservation and 100 per cent utilization has not received the prominence that the daily press has accorded Uncle Sam's parallel propaganda in behalf of home gardening and the cultivation of every idle acre on the farms. This speeding up of agricultural production which has, by the way, been turned to good account by many advertisers of garden tools, seeds, fertilizer, etc., is, however, so closely identified with the food-economy crusade that the two may be said to dovetail.

Advertisers will do well to remember, however, that the economy campaign will not be put into effect without opposition, some of it of the most strenuous sort. Already the cry is beginning to be raised in some quarters that any change in the buying habits of the nation in wartime is fraught with grave danger. Newspapers of April 20, for instance, carried an interview with Howard E. Coffin, of the Advisory Commission of the Council of National Defense, in which he referred to the "hysterical demands for economy in every line of human endeavor," and gave it as his opinion that "waste is bad, but an indiscriminating economy is worse. . . . We need more business, not less. Indiscriminate economy will be ruinous. Now is the time to open the throttle." However, it is worth noting that the economy campaign has the support of practically all the eminent men of Great Britain who have had intimate experience with wartime conditions. For example, Lord Northcliffe, writing in the *New York Tribune* of the same date mentioned above, refers to "the real ruler of the war—the dinner pail," and predicts that "as the war goes on you will undoubtedly require a food controller . . . my impression, gained in many thousands of miles of American travel in most of your States, is one of unbridled extravagance."

ADVERTISERS ALREADY URGING ECONOMY

Already a number of American advertisers have seized their opportunity, and are featuring economy in their current copy. Prominent among these is the Royal Baking Powder Company, which is using the headline, "Fewer eggs required with ROYAL BAKING POWDER," stating that "in many recipes the number of eggs may be reduced one-half by using an additional quantity of Royal Baking Powder, about a teaspoon, in place of each egg omitted."

Several products of the Armour organization are now being ad-

vertised with an appeal to the wartime economy idea. "Vegetole," used for shortening, is advertised with the headline "An Armour Contribution to Cut the High Cost of Living." An interesting problem is presented here incidentally, since Vegetole is itself a low-priced competitor for lard, which is also manufactured by the Armour company. The company's point of view is explained as follows:

Do not misunderstand. We do not recommend vegetable fat as being better than good lard . . . but for every ordinary use in shortening and frying VEGETOLE can be used in place of lard.

And its cost is much less. While we are producing lard at prices as low as possible considering the high cost of the raw product, we realize that . . . this is a time when many must economize. . . . We feel that at a time such as this we have a responsibility to shoulder. And we are ready with VEGETOLE—to help keep household expenses down.

The Armour Grain Company is offering Armour's Oats, "for breakfast, luncheon and dinner," urging the housewife to follow the recipes they provide and supply her family "easily and inexpensively" with "appetizing, delicious and nourishing oat dishes." Full-page color advertising in the current women's magazines dealing with the whole family of Armour products is centered on the same idea. It offers a free book, "The Business of Being a Housewife," with the headline: "Send for This Book—It Will Cut Your Living Costs!"

Even more direct capitalization of the economy propaganda is found in the copy of the Seaboard Corn Mills, of Baltimore, advertising corn meal, which quotes Herbert C. Hoover, director of the United States Food Board, as "urgently advising the more extended use of corn meal in every home." Again, in New York City the ten-cent loaf of Ward's Tip-top and Dainty-Maid Bread is advertised with the argument that the ten-cent loaf has only two "heels," while two five-cent loaves have four, and as these heels are often wasted, "the ten-cent loaf . . . is the economical loaf to buy." On the Pacific



If you select a Canadian Advertising Agency to handle your advertising for Canada, you get the important *familiarity with Canadian conditions*—but you lose the equally important *contact with your own organization* in the United States.

If your American agency handles your Canadian advertising, you get the contact but you lose the Canadian point of view.

Ours is the only American advertising organization that extends to Canada, and that can fill both these requisites.

It is not necessary that we handle your American advertising in order to serve you in Canada. We will gladly co-operate with your American agent.

The H. K. McCANN COMPANY
61 Bway, NEW YORK; CLEVELAND, SAN FRANCISCO

☛ In Canada ☛

THE H. K. McCANN COMPANY, LIMITED
56 Church St., Toronto

Coast we find the Dairy Products Publicity Bureau advertising in Seattle with the headline, "How Milk Saves Money," and quoting a United States Government expert as having proved that "milk actually does reduce the cost of living."

"Crisco," says the current Procter & Gamble copy, "costs but half as much as butter and is so much richer that you use one-fifth less." And the Corn Products Refining Company is pushing "Mazola," a salad and cooking oil, with the headline "Cuts Living Cost."

OPPORTUNITY IN VARIOUS FIELDS

Perhaps the best illustration of how the cause of advertising is being helped coming and going by the campaign of the Department of Agriculture, already referred to, is afforded by the situation that has developed with respect to home canning, pickling and preserving. In the one quarter the Department of Agriculture is urging the farmers, the gardeners, the suburbanites and all other prospects to maximum production of fruits and vegetables. Then, not without letting its left hand know what its right hand doeth, the Department counsels the women up and down the land to let no worthy edible escape, but to seal every available bean and berry under tin or glass—either for home use or as the most negotiable form in which the surplus crops can be conserved and sold. The result of this co-ordination of inspiration has been an extraordinary demand, of which many advertisers are already taking advantage, for fruit jars, home soldering outfits and all the varied paraphernalia of canning and preserving. It would seem to be in literal truth the proverbial opportunity that knocks but once for the manufacturer of any specialty that "fits in," be that specialty an apple press, a new type of jelly bag or any of the aluminum or enameled kitchen utensils that are claimed to save time and temper at canning time.

To the outsider, familiar with the scope of the Department's plans, it would appear that many

advertisers farther afield might benefit almost as much as the makers and marketers of Parowax or sterilized rubber rings for Mason jars. PRINTERS' INK hears of a woman who has discovered that the fireless cooker is a splendid aid in making marmalades, jams and jellies, but the fireless cooker manufacturers have not, judging by their copy, as yet stumbled on to this fact. The manufacturers of oil stoves and oil ranges are evidently awake to what is coming to pass, as witness their advertisements moralizing on means to reduce the discomforts of the hot kitchen at canning time, but on not all of the scale manufacturers has it dawned that this is a year of years in which to bring to the attention of the canning and preserving enthusiast that a set of reliable family scales is a most valuable adjunct in following with exactitude the canning and preserving recipes given in terms of weight.

In connection with the propaganda for systematic and scientific food storage, not less than in the case of the economic food selection which Uncle Sam is likewise trying to encourage, it is important to the advertiser to remember that war habits become permanent habits. The woman who experiences this coming year the comfort, the reassurance, and the economy of a well-filled preserve closet is not likely again to accept the old delusion that "putting up" fruit doesn't pay, any more than the man who, with eggs ranging in price from 30 to 80 cents a dozen, has been getting 150 eggs per year from the average hen is going to quit with impatience, because of his returns, the purchase of poultry equipment and supplies.

In the matter of "tagging on" to Uncle Sam's procession for food economy and agricultural expansion there are some national advertisers who might profitably take a leaf from the book of the average real estate dealer. It is difficult to open the real estate advertising pages of any metropolitan newspaper this spring without being confronted

A Shop Window

A good magazine to the small-town woman is a shop window, a store, a place of entertainment, a friend, a counselor, a reference, a guide, an authority.

NEEDLECRAFT

—is all of these and more, for this good magazine is a book of instruction, an authoritative text-book, compiled by experts in needlework, dressmaking and housekeeping.

Most magazines are read and laid aside. NEEDLECRAFT is a book of instructions on the things that vitally interest the small-town woman. It is read and re-read, and loaned and re-loaned.

NEEDLECRAFT today has over
1,000,000 paid subscribers,
and because it is a good magazine and a book of instruction, it reaches *half again as many women.*

This is important information for national advertisers.

NEEDLECRAFT PUB. CO.

WILL C. IZOR, Advertising Manager

1 MADISON AVENUE, NEW YORK CITY

ROBT. B. JOHNSTON, Western Mgr.
Peoples Gas Building
Chicago, Ill.

CHAS. DORR, New England Mgr.
6 Beacon Street
Boston, Mass.

Member Audit Bureau of Circulations

with a dazzling array of advertising slogans based on the movement of the hour and ranging all the way from straight-out "back-to-the-soil" invitations to admonitions to "Buy where you can raise a garden," "Chance to Raise Poultry," and all the rest. Plant and seed advertisers, too, have been quick on the trigger. Some of them have adroitly forced the advertising issue by means of competitions in which prizes are awarded for the best yields of vegetables, etc. By capitalizing promptly popular interest through advertising the seed sellers have been enabled to increase their business tremendously in a year when the high prices of seed of almost all kinds would have inevitably curtailed demand but for the prompt seizure of the chance to "hitch on" to the governmental chariot.

In its effort to educate the public on the subject of the "well-balanced" meal and to suggest meat substitutes the Department is playing into the hands of the advertisers of many food specialties, if only more of them would thus appraise the turn of affairs. Perhaps the best illustration of what is possible is afforded by the current spurt in the demand for rice. Something closely approaching a boom in the consumption of all grades of plain and fancy rice is in progress, and there is no question that it has been brought about partly by the prominence which Uncle Sam's experts have lately given to rice as an economical food. What has been done in popularizing honey is another case in point, and the honey horizon is going to be widened considerably for advertisers if the price of sugar continues to advance and a consumption tax is clapped on to make matters worse.

IMPLIED GOVERNMENTAL ENDORSEMENT FOR VARIOUS FOOD PRODUCTS

To say that Uncle Sam is actually providing advertising copy for many advertisers in the present abnormal condition is not a bit outside the truth—copy that carries just that prestige of governmental endorsement that many

advertisers are always seeking. In proof, let us pick a few phrases from the Department of Agriculture's newest booklet, "How to Select Foods—What the Body Needs" (Farmers' Bulletin 808) issued within the past few weeks. Browsing at random we find: "Use cereals—flour, meal, cereal breakfast foods, etc., freely"; "The secret of making inexpensive meals attractive lies largely in the skillful use of seasoning and flavors"; "If sugar is high in price, honey and sorghum, maple or cane syrup can be used."

Advertisers whose products come within range of the reasoning may obtain valuable moral support from the representations in this same Government report with respect to "Certain newly discovered substances which are believed to play an important part in keeping people well and in promoting the growth of children." Here, seemingly, is inspiration for a whole line of advertising copy, characterized by the ever-welcome element of novelty. Not long ago Uncle Sam published a booklet on "School Lunches" that would likewise seem to afford ammunition for some advertisers of food specialties if it be worth while, as the policy of the National Biscuit Company would plainly indicate, to prepare special copy bearing upon the luncheons of school children.

The sound of the Federal alarm for food reform should prove especially significant for advertisers of substitutes—the word "substitutes" being here used not in any disparaging sense, but to indicate moderate-price equivalents for food the cost of which has been unduly inflated by the war. A notable example of what can be accomplished in the promotion of substitution is afforded by the current campaign of the Nucoa Butter Company, which has placed on the market "Nut Margarine," a specialty that is claimed to compete with creamery butter on quality lines. The Nucoa company faces a more difficult situation than most of the advertisers of substitutes in that it is compelled under the law to brand its prod-

The President of the "A. B. C." says:

"There are three things about circulation that advertisers are entitled to know. First, how many; second, how distributed; and third, how obtained."

The Brooklyn
Standard Union
subscribes to these
principles.

uct "oleomargarine," although it is absolutely free from animal fats. That, even with this handicap, the manufacturer has been enabled to develop a market rapidly by a judicious use of copy that differentiates between his product and animal oleomargarine, only goes to show that the war spirit is likely to encourage on the part of many Americans a new perspective in food fashions. The Department of Agriculture has come out squarely against "finicky" tastes in food and (here is another chance to borrow copy) is urging people not to refuse wholesome dishes merely because not accustomed to them.

It seems worth while to point out to advertisers who are perhaps contemplating a campaign based upon the economy appeal, that this is not a type of argument to be used for a short-time, whirlwind effort, and then dropped in favor of something else. If the experience of Great Britain is a safe guide here—and there is every reason to believe that it is—the people of the United States will awaken to the necessity of economy only in a gradual fashion which will take many months. Therefore, the economy argument is one which will have an increasing value over a long period of time, and will be capitalized to the most advantage when the cumulative appeal of the thrift idea is allowed to become effective. To the manufacturer whose goods possess the true quality of economy, and who will advertise that fact intelligently, the governmental campaign presents a golden opportunity with which is combined, as we have already said, an opportunity to aid in a movement support of which is, literally, a patriotic duty.

Accessions to Wood, Putnam & Wood Company

John K. Allen has resigned as business manager of the *Christian Science Monitor*, Boston, to join the soliciting staff of the Wood, Putnam & Wood Company, Boston advertising agency.

On May 1 R. W. Smiley, former sales-promotion manager of the Regal Shoe Company, will join the staff of this agency.

Free Ads to Help Sell War Bonds

The Treasury Department at Washington has decided to accept the offers of free advertising which have been made by all classes of mediums to dispose of the \$5,000,000,000 bond issue. Newspapers, magazines, street-car cards and posters will soon be urging every American to do his share in floating the big loan. Advertising agencies which have offered their services without cost to the Government will be called upon to assist. News dispatches from Washington assert that there will be no general campaign of paid advertising.

It will cost \$5,000,000 to issue and sell the bonds. This amount will cover the cost of the paper and engraving and the incidental clerical expense.

There probably will be at least 150,000 places in the United States where bonds may be purchased. These include banks, trust companies and private institutions, internal revenue offices, custom houses and post-offices. Every Governmental agency of tax collection probably will be authorized to accept subscriptions and similar authority may be given to many private enterprises of repute.

Death of William Berri

William Berri, owner of the Brooklyn *Standard Union*, died at his home April 19th, aged 69 years. He had been in ill health since last June.

Mr. Berri became one of the proprietors of the *Standard Union* in 1888. In 1870 he founded the *Upholstery Trade Review* and was editor, later, of the *Furniture Trade Journal*. He retained ownership of these during his life.

A year ago he was elected a member of the State Board of Regents. He had been prominent in the civic affairs of Brooklyn for a generation.

Sixteen of his associates in political, publishing, banking and business activities acted as pallbearers at the funeral. These included Governor Charles S. Whitman, Senator William M. Calder, John A. Halton, Charles B. Alexander, Chester S. Lord, Dr. John H. Finley, Thomas E. Murray, Walter F. Wells, Willard E. Edmister, Walter C. Humstone, Meier Steinbrink, State Senator Charles F. Murphy, Edward C. Blum, R. F. R. Huntsman, Colonel George A. Price and Frederick H. Webster.

N. C. R. Using Many Business Papers

The National Cash Register Company is using 175 trade papers in its credit-file advertising campaign. This is not the first time this company has placed on the market a product that is not a cash register. It is also marketing loose-leaf ledger credit systems.

The advertising account of the Steele-Wedeles Company, of Chicago, wholesale grocer, will be hereafter handled by the Thomas M. Bowers Advertising Agency, of that city.

65% OF ALL
Rhode Island People

over 18 years of age have

Savings Accounts

in National, State and Savings Banks and
Trust Companies.

Average deposit **\$668.55**

**An average from 20% to 40% greater than
any other New England State.**

This comfortable surplus was accumu-
lated after a good living and many luxuries
were provided.

**Providence Journal
Evening Bulletin**

cover compact and wealthy Rhode Island.

**Sworn Net Paid Circulation
six months ending April 1st**

Members A-B-C

**Journal—23,365
Bulletin—51,662**

Flat Rates

Representatives—CHAS. H. EDDY CO.
NEW YORK BOSTON CHICAGO

Colgate Advertises Daylight Saving

Uses Back Cover in \$9,000 Space to Push Movement to Add One Hour to the Day for Workers' Recreations—Copy Tells of Colgate's Experiments with the Plan

COLGATE & Company are publishing an interesting ad in the *Saturday Evening Post* of April 28th. It is an advertisement for daylight saving and supports

be of benefit to workers. There is then recorded Colgate's experience of two years in trying out the plan. After a vote of the office workers, the copy explained, 96 per cent favored the plan after it had been in force two weeks. The four per cent voting against it could not get convenient train service to and from work at the earlier hour. The copy points out that if the daylight saving plan were put in force all over the country the objection of this four per cent of workers would be overcome.

"We ourselves shall continue it this year," the advertisement reads, "and it is our sincere wish that another summer will see daylight saving in effect throughout the country."

This Colgate advertisement takes its place with other advertisements for which firms pay thousands of dollars, in the Colgate case nine thousand dollars, to promote a movement affecting the interests of the people. Parallel cases are furnished by the Autocar Company and by Altman's, the New York department store, in giving space to war propaganda. It is the viewpoint of Colgate & Company that the day is coming when the big businesses of the country should take a more active part in helping decide the important questions

of better working and living conditions for employees.

British Army Ad Exhibit at St. Louis Convention

A complete exhibit of the Army and Loan Campaign, conducted by the advertising men of England in behalf of the British Government will be a feature of the St. Louis Convention. The exhibit, which is to be sent here in response to a cable request, will be installed in the City Hall rotunda.



UNDER the Colgate Clock we save an hour of daylight in summer by taking a slice from the end of darkness and adding it to playtime—leaving worktime and sleep-time at their former length. This sounds a little complicated—but it is really very simple—as all advocates of "Daylight Saving" know. A National Daylight Saving Bill has been introduced in Congress but as this advertisement goes to press has not been reached for consideration. Its purpose is—

To Set All Clocks Ahead

For instance: On the last Sunday in April everywhere, gear to fast at the usual hour, but before doing so set all the clocks in the house an hour ahead. If now bedtime is 10 P.M., set the clock at 11 P.M. All clocks all over the country are moved ahead the same way. You get up next morning at what used to be 6 o'clock—yet it is now 7. For that one night you have an hour's sleep, but your other nights are just as long as usual. And your days run just the same—after hours, home dinner, train, mail, morning and evening newspapers—all is just as before. EXCEPT that when work begins the day the sun is an hour higher than before and there is an hour more of daylight for recreation and useful purposes. On the last Sunday in September when the days are shortening, the hour hand is changed back again.

Our Two-Year Experience

Under the Colgate Clock—the biggest in the world—is surely a fitting place to present this daylight-saving plan. We tried it two summers ago for a few months. A vote of our office workers showed 96 per cent in favor of continuing the plan. The 4 per cent opposed it could not get convenient train service to and from work, which would not happen if everybody—retailers and all—adopted the plan. We have worked under this plan for two more years and there would almost be a riot if its abandonment were suggested. Our experience has convinced us that National Daylight Saving would get practically unanimous approval by the people of the country—if they would but try it. We ourselves shall continue it this year and it is our sincere wish that another summer will see Daylight Saving in effect throughout the country.

COLGATE & COMPANY, NEW YORK

Established 1886

THE BIG-SPACE COPY TO PROMOTE DAYLIGHT SAVING

in out and out fashion the movement to make the day one hour longer.

Telling use is made of the famous Colgate clock at the top of the Colgate building, which is the largest clock in the world, with a face diameter of thirty-eight feet. The copy explains in simple fashion why setting the clocks ahead one hour at the same time all over the United States would

This much is certain—

The 20 cent Cosmopolitan sorts out from the general magazine public 1,175,000 who have a superior regard for it,—

—1,175,000

people who can afford 20 cents for the magazine of their choice and think enough of Cosmopolitan to pay an additional price for it.

Perhaps people who spend 20 cents for a magazine *are* extravagant.

But it's the extravagant people, those who can afford to indulge their fancies, that we're after.

And so are you.



P. S.: First forms for the July issue close next Tuesday. Haven't you some message for these 1,175,000 good prospects?

MAY 1

Effective May 1, Mr. George F. Hartford whose forceful, constructive advertising and merchandising methods are so well known, becomes Vice-President and Advertising Director of Home Life Publishing Co., having purchased an interest in the Corporation.

Mr. Hartford has held but two positions in his life—for 16 years associated with the Chicago Inter Ocean and the past 2 years with the Chicago Herald.

His brilliant accomplishments in both places are too well known to require comment here.

Vice President and

NELSON AGARD, *Publisher*

"The Favorite Small Town and Rural Home Magazine"

Member A B C.

PUBLICATION OFFICE AND PLANT

141 West Ohio Street, Chicago, Illinois

Telephone Superior 3280

1,000,000 Monthly Guaranteed—\$3.50 per Line



GEORGE F. HARTFORD
VICE-PRESIDENT AND ADVERTISING DIRECTOR
HOME LIFE PUBLISHING CO.

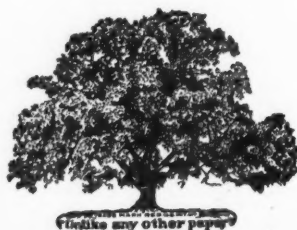
and Advertising Director
of
HOME LIFE

Another Big Paper Boosts the Farmer

The Youth's Companion suggests the wisdom of advertising in The Farm Journal, in this editorial paragraph:

"The margin between abundance and starvation is daily growing smaller. Not this year only, but for many years, until the deficiency throughout the world is made up, the demand for agricultural products will be great. American farmers will make no mistake if they increase production to the limit upon every acre they own."

Yes, indeed, and that is what American farmers are doing—they are increasing production to the limit. This means that every manufacturer who wants a permanent market for his goods must needs advertise to farmers. The Farm Journal is the biggest farm paper. June closes May 5th.



Pulling the Teeth of Private Brand Competition

Manufacturer of a Seasonal Product Expected Sharp Opposition to His Proposed Way of Branding Jobbers' Lines, But It Failed to Materialize

By Philip Francis Nowlan

NOW, while a certain discussion of private-brand goods between two widely known institutions in the shoe trade—to wit, the *Boot and Shoe Recorder* and the Regal Shoe Company—is still warm in the columns of *PRINTERS' INK*, let us jump from the shoe trade into lawn-mower circles, and observe the manner in which one national advertiser, which this year is nearly doubling its advertising, has handled a very delicate question of private brands.

But let it be understood that the following constitutes no argument. It is merely the record of an achievement in advertising, made with unexpected ease, by a firm which faced problems more or less peculiar to its own business and its own trade. It may, however, suggest pertinent thoughts to those interested in the discussion mentioned above. For the rest it should contain those elements of a knotty problem and its solution which always are of interest to the national advertiser, whether he is selling shoes or catsup.

The firm is the Pennsylvania Lawn Mower Works. The problem and its solution follow:

From the inception of the business in 1877, when John Braun, its founder, put on the market a mower of his own invention, embodying certain features which he felt differentiated

it from ordinary lawn mowers, the firm had pushed most strongly a more expensive article than the average.

Now the average hasty purchaser of a lawn-mower is very likely to make his selection on the basis that "pigs is pigs," substituting the apparatus for the animal in the classic expression of that theory. In most cases he sees only the paint on the outside of the mower, and the insides of the mechanism probably are Greek to him. Naturally this increases the

NO FIREWORKS IN THIS ADVERTISING, BUT THIS CHARACTER OF COPY HAS PROVED ITS EFFECTIVENESS

importance of the price factor in his mind.

So far, we have developed nothing which would tend to an unnurtured growth of sales of the more expensive article, but if this had been all the problem would be a comparatively simple one. The firm would have carried on an educational consumer campaign, the success of which would have depended merely on the strategy of that campaign and the ability of the firm to make good its claims.

But that was not all.

The lawn-mower is a "seasonable" article. Neither the suburbanite, nor the park commissioner, nor the superintendent of the country estate or cemetery buys lawn-mowers at Christmas time. Lawn-mowers are bought usually about the time that the old apparatus is lifted out of the cellar to resume its duty and is found wanting. The retail sales of lawn-mowers follow the advancing grass line in its journey north in the spring and early summer. Quite naturally the retail dealer does not distribute his purchases evenly over the year.

So unless the manufacturer also makes other articles, the sales seasons of which are complementary to that of the mower he runs up against difficulties in the economical maintenance of a sales force traveling direct to the dealer. His natural channel of distribution is through the jobber, who handles a sufficient number of other "seasonable" articles to maintain the balance throughout the year.

The custom of putting out private brands of lawn-mowers, as well as other goods, was firmly entrenched in the jobbing end of the hardware trade, and while the Pennsylvania Works had always refused to place private brands on what it regarded as its superlative type, it was found necessary to conform to the general custom in a great many cases on other grades. Indeed, 50 per cent of the company's customers were supplied by it with mowers on which only the jobber's name appeared. And these, of course, were all mowers intended to be

sold for a lower price than the company's leader.

The company wished to widen the rather restricted field for the higher priced article, and also to add to its business for the future the good will which it felt would accrue from the identification of all its lines to the general public.

It goes without saying that it was a consumer campaign that was in contemplation, but a consumer campaign centered on a single grade automatically would have thrown the private brands the company was making into competition with its own name, and would have had a tendency also to alienate the jobber. This was the last thing desired, both because of the peculiarly intimate relations which had always existed between the company and the jobber, and because it was felt that the education of the public to a higher price on an article of which it could not see the "inner workings" was going to be a slow process. With a restricted sales field for that article in the interim, the maintenance of full output of other grades was an absolute necessity to keep down the overhead charges on the manufacture of the premier grade.

It should be explained here also that the company did not regard these cheaper products as inferior, and that it was just as willing and anxious to stand back of them as it was to put the guarantee of its name on the leading grade.

It was finally decided that the course which promised the least chance of friction was to include the entire output, including jobbers' brands, in the general advertising scheme, not by mentioning the jobbers' brands specifically, but by placing the name of the manufacturer on the article itself as a secondary guarantee to that of the jobber's name.

WHY HARDWARE JOBBER WANTS HIS OWN NAME ONLY ON HIS PRODUCTS

A hard battle was looked for, for there are few, if any, trades in which the jobber fills a more important part than in hardware. And the hardware jobbers are

particularly alert to guard their private brands. Nor is it always a question of competition with another jobber. There are cases where the wholesaler is confronted with the necessity of selling a certain grade of tool under different trade-marks in different sections. It may be due to the purchase of a business or any one of a dozen different reasons. But regardless of the reason the fact remains that the condition exists, that a demand for an article has been built up under a different name from that prevailing in another section, and to attempt to change it means running the risk of losing business to a competitor.

The company, therefore, decided to act on the principle that "possession is nine points of the law," and that it would be better to take the critical step first and argue it out with the jobber afterward rather than to assume the somewhat less firm stand of asking his opinion on the policy before putting it into effect.

Coincident with the opening of the consumer campaign, this action was taken, and the company sat back and mobilized its arguments in anticipation of kicks.

The unexpected happened. The opposition anticipated failed to materialize. There were isolated objections, but in the vast number of cases the jobbers fell right in with the company's argument and statement of position, which was somewhat as follows:

"We fully recognize the custom of the trade and the conditions of your own business which dictate your adherence to your private brand. We intend doing nothing to jeopardize the value of the good will which you have built up through it. Instead, it is our intention to enhance its value by adding to your guarantee that of ourselves, and also to give it the benefit of the consumer good will which we intend to increase, and which will make easier the maintenance of prices."

"One vital factor influencing the support of the jobbers," says J. S. Bonbright, vice-president and sales manager, "was this. A number of

jobbers told us that they had run up against cases where overzealous salesmen of competing jobbing houses had tried to gain a foothold among their dealers by telling them that *their* mowers were made by the same manufacturer who turned out the private brands the dealers were then handling. These customers of ours welcomed a system of identification which would leave no chance for dispute."

Running consistently through the seven-year consumer campaign has been the quality emphasis in copy. Page and half-page space has been the rule, in magazines of national circulation, some general and some calculated to reach the suburbanite, the amateur gardener and some with a still more highly specialized appeal to such institutions as country clubs.

Trade magazines have always been used to a generous extent by the company, and in them the message to the dealer is, of course, hooked up with the consumer campaign.

The advertising is backed up in the usual way with mailed literature, pamphlets on how to care for the lawn and descriptive of the mowers in more detail than are the advertisements.

A feature of nearly all of the copy is the "atmosphere of quality," accompanied by a glimpse of background, for instance, of the lawn of a beautiful estate, a park, country club or golf course, to which, however, no specific reference is made in the type, as the idea is to stop short of giving any impression that the company's grades are designed exclusively for use by the professional gardener.

IMPRESSIVE DEMONSTRATION

Copy varying from the usual type, and dealing with one test of the mower, has been run several times with marked effect. "A row of nails," reads the copy, "were driven in the floor and run over by a 'Pennsylvania' Mower. Each nail was clipped in two as easily and cleanly as if done with tinsmith shears." It is further stated that this was done without

injury to the cutting knives. The picture illustrated the test.

As a result of this many instances filtered back to the manufacturers, through the dealers and the jobbers, of persons who had come into hardware stores, and forgetting the name of the mower, had asked for "that lawn-mower that cuts nails."

Another "stunt" (which was not used for magazine copy) was to take a number of old knife-blades from machines which had seen hard usage, and make kitchen knives of them. This was made the subject of a "before-and-after" folder which was sent out in the mail.

But in general, no changes in the basic ideas of space or copy have been found advisable.

"Our campaign," said Mr. Bonbright, "is producing the effects for which we looked. The change has not taken place over night, and our appropriations have grown gradually with the results. There has been a steady increase, throughout the seven years, of the ratio of our higher-price to lower-price sales. This applies to the goods we make up for the jobbers with their private brands on them, as well as to the mowers we put out solely under our own name. We have succeeded thereby in making our plant more productive in the economical sense as well as in volume, and last but not least, we have built up a good will which puts us in position to aid the dealer materially in getting his price in these days when manufacturing costs have forced increases in that price.

"We are nearly doubling our advertising work this year for that purpose, involving an increase in appropriation of somewhat over 50 per cent. But the point is that we could not have met this crisis nearly so effectually and economically were it not for the cumulative effect of our seven years' advertising."

The Dooley-Brennan Company, Chicago, will open an office in Detroit on May 1st, in charge of H. S. Daniels. For five years Mr. Daniels has been associated with the Kissel Motor Car Company.

Publisher Issues Manual on Two-color Advertisements

The Curtis Publishing Company has issued recently a seventy-two page book on the combination, treatment and possibilities of two colors in producing effective advertisements. To this end it submits perhaps fifty examples of hypothetical advertisements, laid out and printed on actual S. E. P. size pages and paper stock, with a clinical treatment of each layout as to the reasons for that particular combination, the engraving method by which it was achieved, and its particular aptitude for advertising certain types of products. Thus, the book is virtually a handbook on two-color advertising. Simply as a study on layouts, art treatment and type selection and disposal it is an important contribution. The explanatory matter is as carefully set and arranged as though for an actual advertisement. A considerable list of recognized advertising authorities and artists have contributed their suggestions to the book.

The individual advertisements run anywhere from a staid photographic half-tone of an open can of peas, with a half-tone green to show the peas and the label, to posterous masses of color used as a background for products which of themselves have no color, as cement, or which it seems best to show only in black. There are suggestions for double-page spreads where only one page can take color, so arranged that no lack of color is felt on the other page—as a splash of red for an automobile tire advertisement.

The book, which is bound in boards, has a keyed index to the various pages that analyzes for the seeker the various attributes of one or another of the examples for particular purposes, as well as to their appeal along certain lines, as dignity, smartness, purity, power, etc.

California Shuts Down on Use of Flag in Advertising

Chapter 49 of the Laws of 1917 amends the California law against the use of the American flag in advertising so that it is now unlawful to place on or attach to "any flag of the United States, or ensign evidently purporting to be such flag" any "inscription, picture, device, design, symbol, name, advertisement, word, letter, character, mark or notice of any kind whatsoever," or to display a flag with such things placed on or attached to it, or to place "on any manufactured or prepared article or covering of said article, such flag or indication of such flag," or to use it as a trade-mark. Penalty: fine of not over \$200, or imprisonment for not over one year, or both.

Ralph S. Dunne Joins Cheltenham Press

Ralph S. Dunne, sales manager of The Oswald Press, New York, has been appointed to the sales staff of The Cheltenham Press of that city.

In the Business of War—As in the Business of Peace—Engineer- ing Leads the Way

One of the most important and immediate war efforts of the Government is the building of an emergency fleet of merchandise carrying ships. And to take command of this great work the Government calls on that eminent *engineer* Maj. Gen. George W. Goethals.

For more than two years the movement for industrial preparedness of the nation has been going steadily forward. The declaration of war has found the nation far advanced in industrial organization and preparedness.

This didn't "just happen." It had to be worked out. Who did the work?

Organized bodies of engineers, of which the central organization was headed by Mr. Howard E. Coffin—an *engineer*.

For months you have been reading in the general press "stories" of the almost magic progress of the United States in the production of chemical materials—dye stuffs, fertilizers and other commodities vital to business development. Back of this progress of course have been enormous aggregations of capital, construction of new factories, evolution of new machinery, but the fundamental basis of it all has been the work of the *chemical engineer*.

Engineers are builders of business.

Their work forms the foundation of *business* progress.

Probably more than any other group of business men they need the information, inspiration and service of journals which efficiently meet their special requirements.

The McGraw-Hill Publications adequately render that service in the five major divisions of *engineering*—civil, electrical, mechanical, mining, chemical.

McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

<i>Power</i>	<i>Coal Age</i>	<i>The Contractor</i>
<i>Electrical World</i>	<i>American Machinist</i>	<i>Engineering News-Record</i>
<i>Electric Railway Journal</i>		<i>Electrical Merchandising</i>
<i>Engineering and Mining Journal</i>	<i>Metallurgical and Chemical Engineering</i>	

All Members of Audit Bureau of Circulations

F R

Advertising

One of the problems faced by all national advertisers and agents is the handling of campaigns in the several different fields.

Illustrations and layout are the first expression of the selling idea.

A style highly effective in a farm paper may be wholly inappropriate in a daily newspaper.

There is a distinction between the broad, eye-catching billboard and the carefully printed magazine.

Each has its place; and each requires an individual treatment.



E Y

Illustrations

The answer to this lies in the ability of an organization that can skillfully adapt itself to every form of medium.

From time to time, the very covers of the magazines in which the advertisements appear, are made in the Frey Studios.

We shall be glad to show the advertising agent or the advertiser how the continuity idea has been developed by this organization.

CHARLES DANIEL FREY COMPANY
104 South Michigan Avenue, Chicago, Illinois



War-



as covered by

The New York Tribune

FROM the day the German armies began smashing their way through Belgium The Tribune sensed the certain threat of Prussianism to the democracy of America.

That is why, editorially and from a news standpoint, The Tribune has consistently treated the war in the BIG way it deserves. The high-calibred Tribune staff has unceasingly assured immediate, interesting presentation of the facts.

Pitney from Paris cables what the French are doing.

In London Draper is in touch with Lloyd George and other Allied leaders who are the real directors of the war.

From Washington Gilbert wires the course of the Government of the United States—what it says, what it does, how it thinks.

And at his desk in New York, sifting the news from all the war fronts, from all the capitals, is the leading American authority on the Great War—Frank H. Simonds. One hundred thousand people eagerly scan his powerful editorials tracing in bold relief the course of the world conflict. Editors throughout the country watch for the analyses of the man who, as the French general put it, "thinks like a general staff."

Tribune readers are used to quality—in news, editorials and advertisements. They read each with equal care. Do they know you?



Collecting from Delinquent Customers by Building Them Up

How a Service Department May Effectively Supplement the Work of the Credit Department

WHEN a customer gets to the point where he cannot pay his bills, what do you do with him? Do you cut him off the list, refuse him further credit and put the account in the hands of an attorney?

Or do you find out the reason for his difficulties and try to put him on his feet again, thus helping yourself as well as him?

This latter method is what may be called constructive credit department work. It is the working out of a new idea in credits.

Every credit manager tries to become well acquainted with some of the men on his list. He gets to know their strong points as well as their weaknesses. When misfortune overtakes them—misfortune of their own make or misfortune forced upon them—he knows the circumstances well enough to give them a lift if he regards a lift as the proper thing to give.

But the average credit manager in a big business lacks the time necessary for giving that kind of personal attention to his customers. He necessarily must depend upon second-hand information.

For this reason many a merchant's credit is cut off or cut down where, if the credit manager knew all the facts, he would be carried along and helped to the extent of enabling him to establish himself again.

Butler Brothers are solving this problem in a measure, through the co-operation of their advertising and service departments.

The credit manager may have some "sick" accounts. He notes their slowness in paying and also sees that at one time they were more prompt. Something evidently is the matter. He can write the man and obtain a partial payment or a promise. Perhaps he does so. But the account drags along. Eventually the credit man may have to turn down some

orders. Or the merchant may not buy as much as he previously did.

All this while the merchant may be perfectly solvent and if he were told something was the matter he likely would resent it strongly. Something has to be done. The man's buying limit may be lowered. Or he may be cut off the list. Any one of a number of things can happen through which the house can lose. It is not so much the amount then owing that is at stake. Most likely this will be paid. But it is the after business of that merchant that must be looked out for. If the merchant does not grow, or if he goes backward, the house is going to miss some business.

FIRST OF ALL, GET MERCHANT TO TELL HIS TROUBLES FRANKLY

The credit man at this stage turns the thing over to the service department for a little constructive work. The service department studies all the correspondence in the case, finds out all possible about the man and his store, and then out of the experience of the expert service men, tries to visualize a store such as this. There are men in the department who perhaps have visited scores of stores similar to this one with problems very much the same. After this study is made, a letter is written to the merchant. This must of necessity be strong in diplomacy. The object is to get him to open up and tell his troubles. There very evidently is something wrong with his methods that the credit man does not know about. Perhaps even the merchant himself does not know it.

He may not be doing enough advertising. His advertising may be the shotgun kind rather than the rifle variety. He may be spending money for advertising that does not bring the results because it is not the right kind. His local newspaper upon which

he may depend for his advertising may not cover the field sufficiently and something else may be needed to supplement it. He may not be trimming his windows. He may not be giving the necessary amount of attention to good housekeeping in the store. He may not use price tickets. He may be figuring his profits wrong and thus not getting enough money for his goods. He may have too much stock, thus failing to get the satisfactory profits that come from proper turnover.

If a customer can be induced to be confidential in this respect, the exact state of affairs soon can be arrived at and more than likely the customer can be built up so as to be himself again—or be better than himself. When this can be accomplished the results are good for the customer and good for the house. Perhaps the work can be done entirely by mail. Or cases may be important enough to send out a man to take charge of, or help with the reconstruction work.

The letters used in this work are all dictated. It is hard to adapt a form letter to the peculiar needs. The letter must be written in accordance with the information gained from the credit man and what the ideas formed by the writer from his study of the case may be.

Here is a typical letter written to a customer whose name has thus been furnished by the credit department:

As this department has no record of any recent correspondence with you, we wonder if you are thoroughly acquainted with your privileges as a customer of this house? It may be that to write a letter of this kind is just a little out of the ordinary. But we have no other method of letting you know that our interest in you extends much farther than merely selling you goods. We want to help you turn these goods into satisfactory profits. Our service department is organized for the benefit of our customers. We give you up to date assistance in advertising, window trimming and many other things and will welcome a statement of your troubles if you have any.

Whatever you tell us will be held in strict confidence and we shall be pleased to bring to bear upon it all the experience which we have gained in many years of helping build up retail merchants.

It is hardly necessary to say that when we build up the retail merchant we also

can grow. If you win in the highest sense so do we. You need not be a bit modest therefore about taking advantage of this opportunity for gaining some real assistance.

This, as will be seen, is an entirely general letter which says nothing about having any data from the credit department. It is best to get the customer's statement entirely unbiased by any credit department considerations.

The first letter usually is written along the line just stated, with proper allowance being made for local conditions and any specific knowledge the writer might have. Nearly always a reply is received. Less than 5 per cent fail to respond. And the letters are the most interesting studies on store conditions ever put on paper—also the choicest merchandise leads you ever saw.

HOW THE ANSWERS WILL COME IN

In some instances the merchant sends three or four typewritten pages telling what he believes to be his trouble. He may blame mail order. He may blame the people. He may blame the 5 and 10-cent syndicate stores. He may even blame himself, although this sort of letter is in the minority. A very common thing in these letters, after the merchant has recited his lack of profit, his hard work, his efforts to please, and so on, is to say the town is no good and to make an inquiry about a possible new location.

Some go into particulars in the very first letter. They tell about their advertising, whether the store's location is good, how many times they turn their stock, and so on. The average first letter is general, although generally very friendly. But it gives an opening for offering the merchant some specific help that his letter and the general condition show that he needs.

Replying to this first letter, the customary acknowledgment is made and then a request for real information is expressed something like this:

We are much interested in your case as you set it forth and believe we can help you. We wish however, you would give us some direct information upon

which we can base any suggestions we may have to make to you. We wish you would answer, if you will, the following questions:

What kind of advertising do you do? Do you use handbills? Do you use price advertising?

What kind of location have you and how much rent do you pay?

How do you figure your profits? If a thing costs you a dollar and your cost of doing business is twenty per cent on sales and you want to gain a net profit of twelve per cent, what do you sell the article for?

How much stock have you and what were your sales for the last year?

How much does it cost you to conduct your store?

It would be a help to us also if you would give us a statement of your business, telling your assets and liabilities and all about yourself financially. This information will enable us to analyze the situation and to suggest some things that likely will be of benefit.

The reply to this letter usually gets right down to business and gives facts and figures upon which a proper diagnosis of the merchant's difficulties can be made.

It is very often shown to be the case that the merchant is persisting in some sort of easily corrected error—something that can

in time ruin his business. The thing can be pointed out and the remedy applied. In a refreshingly large number of cases thus treated the remedy "takes" and the customer is built up. As a result he sells more goods. And, other things being equal, he is more than likely to buy those goods from the house that put him right.

Going to some trouble and expense to extend this help to the merchant is good business. Something is actually done for the retailer. His gratitude is gained. In this way something is built up out of which the house gains dividends for a long time to come.

And the actual process of building up can in itself be of actual business-getting benefit to the house.

HELP THAT IS TANGIBLE

Suppose, as very often is the case, that the man's trouble is due to overstocks and a lack of proper advertising.

The case is carefully studied and a special sale for cleaning up

The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

the stock is recommended to the merchant and accepted by him. The service department, believing most emphatically in the principle of direct rifle-shot advertising, undertakes to get up and actually print for the merchant a first-class handbill. This handbill has a highly illustrated heading and contains a wealth of cuts illustrating the merchandise.

Now then, every successful retailer knows that the backbone of any special sale is new goods. No matter how large a quantity of "stickers" must be disposed of, it is necessary to get new and seasonable goods to sweeten up the stock and make things interesting for the people. It also is advantageous to have some special offerings in the way of loss leader items. These also must generally be new goods.

A handbill being made up of illustrations of the firm's own merchandise the merchant naturally will buy this merchandise from the house getting up the handbill. Sometimes special arrangements have to be made with the credit department in order that the necessary goods may be shipped. But the credit department always is ready, when at all possible, to co-operate with the service people in this respect.

Full and explicit directions for preparing, advertising and conducting the sale are sent. These include interior display, dragging out all the stickers and putting a price on them that will make them move, using a multitude of price tickets, trimming windows, sending out the handbills at a specified time, advertising in the newspaper—everything, in fact, that has to do with the success of the sale.

Special directions for trimming the windows and all the other technical features of the proposition are sent.

A properly organized, vigorously pushed sale can be expected to move a considerable quantity of goods—especially in a store that has had little or no advertising for a long time.

The result is the merchant has some ready money which he can apply upon his obligations. His

stock is reduced. His stickers have been turned into money largely. The store is a better place all the way around. And the merchant takes a new lease on life.

The advantage is followed up by the service department. The merchant is encouraged to buy properly, to have greater variety in his stock if such is needed, to advertise properly and regularly.

The outcome is that a prosperous merchant takes the place of a former discouraged, struggling one. Everybody concerned gains accordingly.

Planning Strong Exhibit

The Graphic Arts Association, a departmental of the A. A. C. of W., is making plans for having the exhibit of advertising at the St. Louis convention more than ordinarily useful. So far as possible, advertising literature which has directly contributed to "lowering cost of distribution" will be sought, in accordance with the main theme of the convention. The secretary of the association, W. A. Allen, of the Manter-nach Company, Hartford, Conn., announces that the first call to printers of advertising literature for specimens of their work will be made very shortly.

Iowa Enacts Printers' Ink Model Statute

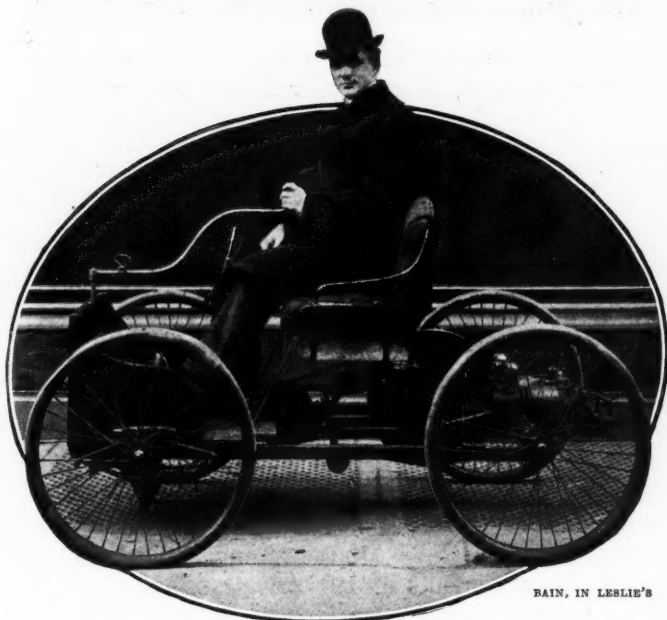
Senate Bill 378, Laws of 1917, repeals the former Iowa law against fraudulent advertising which required proof of criminal intent. It substitutes the Printers' Ink Model Statute with a proviso that it shall not apply to the publishers of periodicals who insert misleading advertisements without knowledge of their deceptive character. The misleading statements in the advertisement must relate to the things offered for sale or to the sale thereof in order to constitute a misdemeanor. Penalty: \$10 to \$100 or thirty days in jail.

Will Help Conserve Paper Supply

The Martin V. Kelley Company, advertising agency of Toledo, Ohio, now requires that publishers furnish as proof of service only the page containing the advertising that is to be checked and not the entire issue of the paper.

Join "Scientific American"

Todd Barton and Gray Crane have been appointed members of the Eastern advertising staff of the *Scientific American*.



BAIN, IN LESLIE'S

What is the truth about Henry Ford?

Is he knave or saint, fool or sage, egotist or altruist?

Is he one of the world's really great men, or is he merely a commonplace mechanic who hit upon a good idea and was fortunate in finding friends able and willing to enable him to develop it and exploit it?

Mr. Forbes asks such questions as these in his article on Ford in this week's Leslie's and then, clearly and accurately, answers them.

Business articles like this—giving fairly the real facts, yet written in an unusually interesting style—are features of every week's issue of

Leslie's

Illustrated Weekly Newspaper
Established in 1855

Member Audit Bureau of Circulations

Boston NEW YORK Chicago

GOOD HOUSEKEEPING—*An Institution*

V.

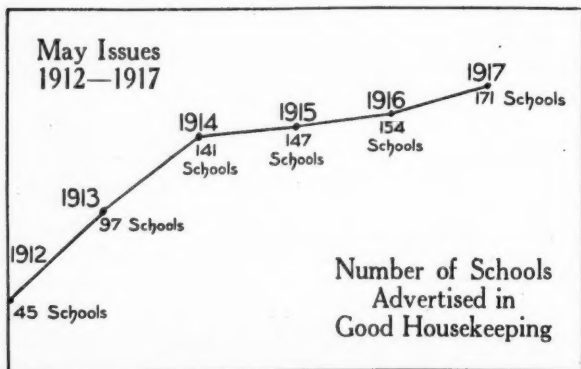
Schools

WHY should school advertising interest you as a general advertiser?

Because it is probable that this more than any other class of business shows the fundamentals behind a magazine.

The service rendered by the School Department of Good Housekeeping stands unique among the publications in the women's field.

Last year Good Housekeeping carried the announcements of 191 private schools and 61 summer camps. The enrollments resulting to these schools and camps afford striking evidence of reader intimacy and confidence



The consistent growth of Good Housekeeping's School Department during a series of years.

that have extended to every page of Good Housekeeping.

Incidentally, all school business is run under the same unqualified guarantee that stands back of all Good Housekeeping advertising.

The School Department will continue to prove an important factor in contributing to the strength and soundness of all advertising in Good Housekeeping, and in making still stronger the bond between the reader and the magazine.

The Guarantee We Give

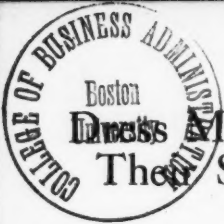
Good Housekeeping agrees to return to parents or guardians, on simple request, the money paid for the first term of any school or camp advertised in its pages, if the institution proves to be not as represented.

Could there be a more accurate index of the confidence enjoyed by Good Housekeeping than the continued success of its school advertising?

And where can you find a better audience of discriminating purchasers of quality goods, than among the families from whom the private schools obtain their patronage?

GOOD HOUSEKEEPING

119 WEST FORTIETH STREET, NEW YORK



Dress Manufacturers Will Feature Their Sanitary Shops Through Advertising

Adopt "Mark of Merit" Label for Their Goods

AN association of dress manufacturers has been formed in New York City to start a joint educational propaganda in behalf of its members. The group, which has been named the Associated Dress Manufacturers of New York, will start next August an advertising campaign featuring solely the sanitary conditions under which the garments produced by members are made. The schedule will include some full pages in women's magazines, together with smaller copy, and full pages in trade publications, and will continue indefinitely.

Some of the twenty-one members are themselves national advertisers, selling their garments under their own labels. Such are the Goldman Costume Co., maker of Betty Wales dresses, and the Drezwell Co., Inc., maker of Drezwellsley dresses. The campaign, therefore, is being planned so as not to interfere in the slightest degree with the individual policies and efforts of the several concerns contributing to its support and make-up. There will be nothing about quality, originality, style, etc., in the copy, but the appeal will be solely one of hygiene, to impress on the consumer that the members' products are not so-called "sweat-shop" garments, but that they are made in shops conducted along lines in accordance with the most advanced principles of industrial sanitation.

To accomplish this the association has adopted a common label which will be attached to all its garments, to be featured to the consumer. This label it calls its "Mark of Merit." All consumer copy will advise, "Look for This Mark of Merit." The label says: "The ideal conditions under which this garment is made are endorsed by the Associated Dress Manufacturers of New York."

The association plans also some dealer co-operative work, such as market analysis in various sections to show greater dress sales possibilities, advertising helps, etc. The plans were announced at a luncheon held at the Hotel McAlpin on Tuesday, April 17.

The president of the association is J. J. Goldman, of the Goldman Costume Co., and its vice-president is Hardwick S. Benedikt, president of the Drezwell Co., Inc.

Flag Law in New York to Be Enforced

PRINTERS' INK recently called attention to the laws in various States against the use of the American flag in advertising. District Attorney Swann, of New York, has of late received many inquiries as to the law, and the spirit in which it will be enforced. It is understood that there is no disposition to construe the statute "too technically," or to interfere with proper uses of the flag, though attempts to commercialize the present patriotic spirit will be prosecuted.

George H. Sargent, of Sargent & Co., Dead

George H. Sargent, president of Sargent & Co., hardware manufacturers of New Haven, Conn., died at his home in New York on April 14th, in his 89th year. With two brothers, he formed a partnership in the hardware business in New York in 1853, from which grew the corporation of Sargent & Company.

With Boston Belting Company

Richard Van Raalte, for five and a half years with the General Electric Company at Schenectady, N. Y., and recently with the Greenleaf Company, Boston, has been placed in charge of advertising and publicity by the Boston Belting Company, Boston, Mass., maker of woven belting, hose, etc.

Two Agencies Merge

The Williams & Carroll Corporation, New York, has been merged with the Colony Advertising Company, Inc., New Haven, Conn. The organization will do business under the latter name, with offices in New York and New Haven.

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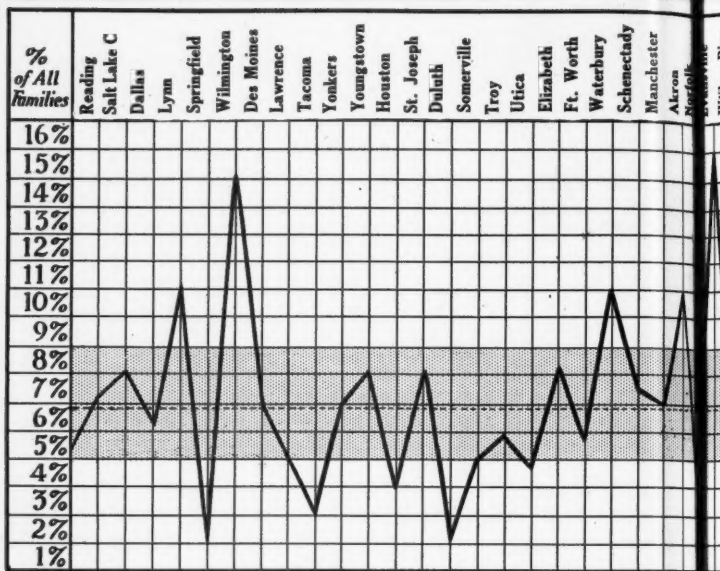
Hearst's *Magazine*

for May

- sets a new record for advertising lineage;
- sets a new record for advertising revenue;
- sets a new record for advertising quality.

Clad S. Hart

Advertising Manager



In cities of 100,000 and over, 7% of all cities are above last month's chart.

In cities of 50,000 to 100,000, 6.898% of all cities are above chart above.

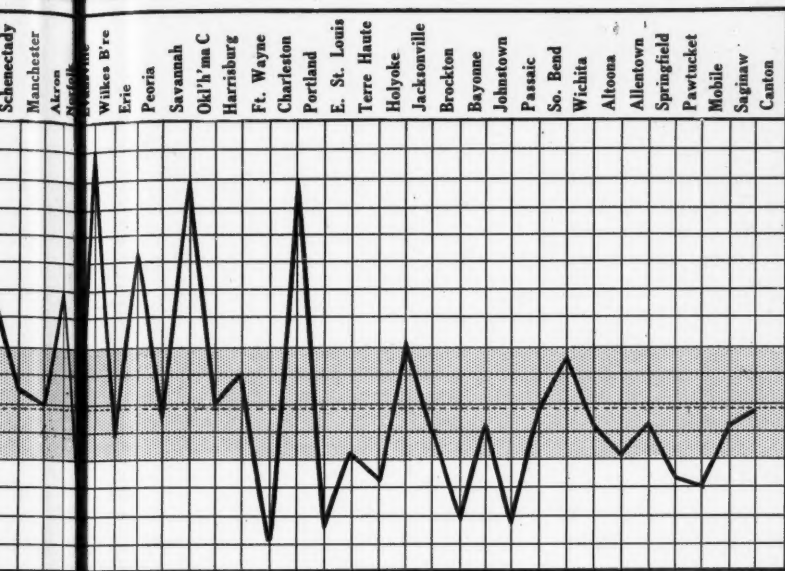
In 76 of the 100 largest cities, the proportion does not vary more than 2% from the last month's chart.

The high percentage of all Hearst's circulation in the 100 largest cities and

—this evenness with which Hearst's circulation is distributed in all cities

Make Hearst's Magazine the one most widely read magazine reaching the big quality city market.

Other Charts on Circulation in Cities of 25,000 and over will appear in the near future



7% of all families buy Hearst's Magazine—see

898% of all families buy Hearst's Magazine—see

the proportion of Hearst's circulation to popula-
% from these averages.

Hearst's circulation that is concentrated in the

Hearst's circulation is spread over all the larger

one most efficient and effective medium for
market.

Hearst's

Magazine

Hearst's Magazine

—to 2172 Advertising and Sales Executives and their Agents

Nothing stands still.

Newer ideas, sounder policies, greater driving force, inevitably overcome the mere momentum of prestige. So the strugglers of yesterday become the leaders of today.

Hearst's has grown faster than any other magazine ever grew.

Hearst's is selling more copies on the merits of the magazine itself than any other monthly publication ever sold.

Hearst's produces more star features by more writers and artists of the first rank—produces more of what the public wants—and costs more to produce, than any other magazine in the world.

The May issue is the best proof yet of Hearst's leadership—of the super-strength of its editorial contents—of the quality of its advertising cliental.

Note: We are sending you an advance copy in a unique form, specially indexed to show you these facts at a glance. Won't you tell your secretary to see that it gets right to you personally?



Paving Men Advertise to Placate Critical Taxpayers

Twenty Chicago Paving Contractors Use Newspapers in Co-operative Campaign

EVER since municipalities undertook the letting of paving contracts, taxpayers have viewed the work with suspicion. No matter how well the job was done there was always someone to raise the cry of "graft," "skimping," and "politics." These trouble-makers are the fly in the paving contractors' ointment, and it has long been a problem how to meet the situation. Various methods have been tried with varying results, but it has remained for twenty progressive Chicago paving firms to use advertising as a solution, and judging from early results from the campaign now running in Chicago dailies, this method bids fair to become universally adopted by paving contractors as the most practical way of selling the paving idea to taxpayers and building a charged fence around the trouble-hunting members of the community, whose special hobby is "getting something on" improvements made for the public benefit.

It would not be correct to infer, however, that these Chicago contractors came to advertise on their own initiative. Contractors do not believe in worrying much about what the taxpayers think, so long as contracts are available. But when it seems that there may be a scarcity of contracts they

begin to realize that after all the taxpayer is quite important.

This is just what happened in Chicago. Professor Ira O. Baker, of the University of Illinois, charged on the witness stand that the taxpayers of Chicago were cheated to the extent of \$323,291 by skimping on paving specifications. The newspapers gave the matter widespread publicity, and the bottom at once fell out of the paving business. Nobody wanted the streets paved, if there was any doubt about the way the contract would be filled.

The contractors, in an effort to correct this unpleasant situation, persuaded the Civic Industrial Committee of the Chicago Association of Commerce to investigate the paving jobs under fire and hand down a report. While this was going on the trial board of the Civic Service Commission considered cases against city paving inspectors unwarranted and dismissed all charges. These

findings were entirely favorable to the contractors, who were, as a matter of fact, compelled to follow specifications under penalty of having the 5 per cent deposit which they left with the city attached.

While clearing the contractors in the eyes of the Board of Local Improvements these conclusions

Mr. Property Owner, Your Street Paving Is Guaranteed

You are unusually safeguarded against loss or dissatisfaction in your street paving. You take practically no risk in your paving investment. The cash in the guaranty fund and the rigid terms of the contract protect you. The guaranty fund, which is held by the city for your benefit, is made up of cash of the firms that do your paving.

If you were so fully protected in every other business transaction as you are in your street paving, laid by well-known, responsible firms you would have practically no business losses.

Send for a copy of the new book on paving entitled "Paving Knowledge." It will tell you how you can easily verify the paving work in your street. It will show you how to inspect your own paving.

Paving Book Free

"Paving Knowledge" is a little book illustrated and filled with valuable information that every property owner should have. It explains your rights in paving matters and how you are protected. It shows you how to inspect the paving of your own property. You can get a free copy of "Paving Knowledge" by telephoning or writing or mailing the coupon to any of the old established and responsible paving firms whose names follow:

Beck & Colburn Const. Co.	121 W. Washington St.	John A. McGraw & Co.	100 W. Madison St.
The American Paving Co.	100 W. Washington St.	Paul J. O'Brien	20 E. La Salle St.
Colwell Const. and Paving Co.	100 Commercial Ave.	F. J. McCraw	100 W. Washington St.
Central Paving Company	121 W. Washington St.	The Ryan Company	100 W. Washington St.
Chicago Contractors Co.	121 W. Washington St.	James A. Rauhly Company	100 W. Washington St.
E. F. Carter Company	121 W. Washington St.	Smith & Brown	100 W. Washington St.
Continental & Marshall Co.	10 E. La Salle St.	The Standard Paving Company	100 W. Washington St.
John E. Hill	100 W. Washington St.	Steele & Todd	100 W. Washington St.
The Fur Box Company	100 W. 11th St.	G. F. Christman	100 W. Washington St.
Heuser Construction Co.	100 W. Washington St.	White Paving Company	100 W. Washington St.

Free Book Coupon

Fill out this coupon and get it in an envelope, or copy it, give a printed or plain paper, and mail it today to any of the old established paving firms whose names appear above.

FREE BOOK COUPON

Get them—Fill out and send a copy of this illustrated paving book, "Paving Knowledge," promptly filled.

Name.....

Address.....

COPY TO SHOW HOW PROPERTY OWNERS' INTERESTS ARE PROTECTED

did not improve matters so far as the taxpayer was concerned. He had read a great deal about Professor Baker's charges, but very little about the findings of the Association of Commerce or the Civil Service Commission. He still stuck to his watchful waiting policy—and the paving contractors marked time.

It was at this stage of the affair that a Chicago advertising agent took a hand. He was familiar with the part advertising had played in settling the Chicago car strike; he had seen what it had done in "selling" the Torrens method of title registration to Chicago real estate owners, and he believed that advertising could also be made to solve the problem of the paving contractors. While the latter didn't have much faith in the plan, the situation was such that they were willing to try anything once—and the copy started.

Large space was used in seven Chicago papers, each ad pointing out some little understood fact about street paving. For example, one advertisement took up the matter of the cash guaranty fund which the city requires contractors to keep on deposit, pointing out that such a fund guaranteed the paving being right. Another ad turned the spotlight on the contractor's responsibility, showing that the Board of Local Improvements considers it extremely important to know all about the firms that do paving in Chicago. Still another mentioned the city paving inspector who was always on the job with the specifications in his pocket, for the taxpayer's examination. Coupons were used in all the ads to secure distribution for a booklet designed to educate the taxpayers about pavements and paving.

REPLIES TO ADVERTISING PROVED READERS' INTEREST

As is the case in all co-operative advertising of this kind, there was no rush of business following the appearance of the initial announcement. But there was a flood of requests for booklets, which the contractors consider

ample evidence that the advertising is being read and is sinking in. "We do not expect," said one of the contractors, "that we are going to create a lot of new business by spending a few thousand dollars in advertising; but we do hope that after we have laid the cards on the table for the taxpayers' benefit that there will be less talk about 'skimping specifications' and 'politics.' If our campaign will straighten out the viewpoints of these 'Doubting Thomases' we will feel the campaign has been a huge success."

"While it is true," said James O'Shaughnessy, who is handling the advertising, "that the desire to create new paving contracts is not a major reason for the campaign, we have nevertheless given some thought to that possibility, and in our booklet we have told taxpayers how they can get their street paved. Even if the campaign only results in the letting of contracts for four or five street pavings this business would easily justify the appropriation on the basis of direct returns."

An official of the Board of Local Improvements, who was interviewed, expressed himself favorably toward the campaign. His attitude was that while there are some contractors who may not be above suspicion, most of them are honest and conscientious, and he believed that the more fully the public realized this point, the easier it would be for the city authorities to operate.

Geo. F. Hartford Joins "Home Life"

George F. Hartford has purchased an interest in the Home Life Publishing Company, Chicago, publisher of *Home Life*, and has been made vice-president and advertising director. For two years he has been with the Chicago *Herald* and for the previous sixteen years was associated with the Chicago *Inter-Ocean*.

With Partridge & Anderson, Chicago

W. A. Smith, formerly of the advertising department of the Simmons Company, Kenosha, Wis., has acquired an interest in the Partridge & Anderson Company, Chicago electrotyper, and has been elected vice-president and treasurer.

Home Furnishers to Co-operate in Big Advertising Campaign

Plans Discussed at New York Convention of Manufacturers of Various Kinds of Home-Furnishing Products

UPON invitation of the Federation of Furniture Manufacturers, representatives of manufacturers whose products are intimately related to the home met in convention at the Hotel Astor, New York, April 17, and took steps to organize an association to be known as the Allied Home Furnishing Industries. Representatives were present from a number of national and sectional associations, including those composed of manufacturers or distributors of furniture, rugs, wall-paper, upholstery, fabrics, pottery, bronzes, pianos, pictures, lighting fixtures, etc. The main purpose of the organization is to establish a permanent fund for and conduct a campaign of education throughout the country in behalf of the industries represented.

Robert W. Irwin, the temporary chairman, said that more than \$500,000,000 was spent annually in the United States in the furnishing and decorating of homes. It is important that those engaged in supplying and distributing the materials should co-operate for the benefit of all. During the morning session addresses were delivered by Cass Gilbert, the architect; F. A. Lucas, director of the Museum of Natural History, and others.

An interesting feature of the afternoon session was a talk by Horace B. Cheney, the silk manufacturer, who spoke on "New Ideas in Business." He told of the work the Silk Manufacturers' Association had done in co-operation with the Government through the Federal Trade Commission in fighting the unfair competition of manufacturers who weighted their silks or sold as pure silk goods that were part silk and part cotton, or mercerized silk. The association had co-operated with the Associated Advertising Clubs of the World in reaching those who made false

representations in their advertising. In its investigations it had found the department stores the worst offenders. Here was a chance for effective missionary work that should not be neglected.

"If you can make them see that whenever they make a false statement regarding the goods they sell," said Mr. Cheney, "they are not only injuring themselves, but all others engaged in the business, they will soon quit the practice."

One of the most serious things in silk manufacture, and the same fact holds true of many other industries, he continued, is the copying of one another's designs. The original producers should be protected. Laws are not enough. They should have public sentiment behind them, and this can only be aroused through the kind of educational work that is contemplated by the new organization.

TO IMPROVE TASTE IN BUYING

George E. Helm, president of the King Mantel and Furniture Company, of Knoxville, Tenn., in an interesting address, made several suggestions in regard to the proposed campaign, which were favorably received. Mr. Helm recommended that a sufficient sum of money be raised to carry on the educational work for at least two years. Five would be better. Interest should be centered upon the refining influences that come from artistic surroundings in the home. The best of writers should be engaged to prepare the copy. The illustrations should express the home feeling in excellent taste. Helpful suggestions should be given regarding decorations, furniture, and other household necessities. The readers, who will be 90 per cent women, should be told the actual cost of the articles described. Emphasis should be laid upon the desirability of purchas-

ing good furniture that will wear well and can be kept in the family from one generation to another.

Henry Burn, president of the Wall Paper Manufacturers' Association, said that his organization had contemplated an advertising campaign similar to the one proposed by the allied industries, but that it would be abandoned if the contemplated campaign was undertaken by the federation.

A resolution was adopted authorizing the naming of a committee, drawn from all of the associations at the meeting, to make permanent the Allied Home Furnishing Industries and to map out plans for permanent work. The members will be named shortly by Chairman Irwin.

Big Business Men Will Talk at St. Louis

That the big business interests of the country, the buyers of advertising, will be well represented at the St. Louis convention of the A. A. C. of W., is now an assured fact, according to Lewellyn E. Pratt, chairman of the programme committee. A preliminary list of the men who have already agreed to speak on the convention theme, "Advertising Lowers Cost of Distribution," includes the names of Louis W. Hill, president of the Great Northern Railway Company; John M. Willys, of the Willys-Overland Company; John H. Patterson, president of the National Cash Register Company; Hugh Chalmers, of the Chalmers Motor Car Company; G. Harold Powell, president of the California Fruit Growers' Exchange; Louis K. Liggett, president of the United Drug Company; Thomas E. Wilson, president of Wilson & Co., the packing firm; Hon. Festus J. Wade, president of the Mercantile Trust Company of St. Louis, and a member of the Federal Reserve Board; and the Hon. W. L. Saunders, vice-president of the Ingersoll-Rand Company, and vice-chairman of the Consulting Naval Board of the United States.

To this list must be added the name of Charles M. Schwab, president of the Bethlehem Steel Company, who has accepted President Houston's invitation to be present and to talk at the convention, with the proviso that he may be excused from participation in the programme in case some sudden crisis in the war situation should demand his attention just at that time. His topic has not yet been announced. The specific subjects of the other men are also withheld at present, but it is understood that in every case the talks to be given will stick closely to the main theme of the convention, and that the experiences of the various men will be drawn upon to show how advertising

has actually lowered the cost of distribution of well-known products.

Among the other speakers at the convention will be the former presidents of the Associated Clubs. The list includes W. N. Aubuchon, Chicago; E. D. Gibbs, New York; George W. Coleman, Boston; S. C. Dobbs, Atlanta; William Woodhead, New York (recently of San Francisco), and Smith B. Quenl, Cincinnati. The address of the first president, Charles H. Jones, elected from Chicago, is unknown; but if he can be reached he will be asked to be present.

Patriotic Poster Competition

The Conference Committee on National Preparedness, of which Henry A. Wise Wood is chairman, has offered two prizes of \$250 each for the best design for a Navy recruiting poster and an Army recruiting poster.

"At the beginning of the Great War," says the committee, "the silent appeal of a pictorial poster was one of the most potent factors in arousing men in Great Britain to defend the nation. It presented the whole story of the need of defense at a single glance.

"The United States needs two such posters to stimulate recruiting—one for the Army and one for the Navy—pictures which in conception and execution will arrest attention and awaken the spirit of patriotism.

"The real reward for such posters will come from the consciousness of having rendered a public service, but as a financial consideration the Conference Committee on National Preparedness offers two prizes of \$250."

"Designs submitted should be in color, but may be in any medium," continues the announcement. "They should be accompanied by an appropriate slogan or sentiment.

"Designs should be 30 inches long by 20 inches wide, but 100 square inches should be left at the bottom for appropriate lettering.

"The ideal poster is one which will at a glance present to the passerby a compelling reason why HE should answer the call for men.

"All designs must bear a distinguishing number and be accompanied by a sealed envelope bearing a corresponding number and containing the name and address of the artist, and must be submitted to the Conference Committee not later than 5 p. m., Monday, May 14, 1917. The Committee reserves the right to extend the date of closing if deemed advisable.

"The Committee will use every care to safeguard all posters offered and to return them in good condition to competitors, but the Committee does not assume responsibility for the same.

"The awards will be made by a Committee to be announced later.

"The two designs selected by a majority vote of the Committee of Award will, upon the payment of the prize offered, become the property of the Conference Committee on National Preparedness."

The address of the Conference Committee is Forty-second Street Building, New York.

What Baltimore Offers The National Advertiser

The discriminating manufacturer plans wisely. He cultivates worth while markets with sales and advertising energy much the same as the modern progressive farmer plans and cultivates crops in well fertilized soil.

Baltimore, the progressive city at the gateway of the South, offers much serious investigation. Population of the city proper and immediate suburbs, over 700,000—contains 43.1 per cent. of the total population of Maryland.

Baltimore's business operations aggregate a total investment of over \$1,000,000,000. Manufacturers lead. The largest single interest is clothing, at \$36,000,000. Copper, tin and sheet iron products come next at \$26,000,000. Slaughtering and meat packing is third at \$18,000,000. Baltimore's jobbing trade, not including the commission business, reaches \$250,000,000. The leading items are dry goods, groceries, food products, drugs, tobacco.

Baltimore Homes are served in their daily needs through 11 department stores; 4,250 grocery stores; 375 drug stores, including three small chains; 200 hardware stores; 200 shoe stores; about 25 downtown haberdashers.

The News is the link between consumer and dealer. Read every evening in most Baltimore homes.

Handsomely printed folder, describing Baltimore in its new era of prosperity, fresh from the press sent anyone interested on request—an interesting piece of business literature for busy advertisers.

For Better Business in Baltimore Concentrate In

The Baltimore News

Net Daily Circulation, March, 93,013

GAIN over March, 1916, over 18,000

DAN A. CARROLL
Special Representative
Tribune Building
New York

J. E. LUTZ
Special Representative
First Nat'l Bank Bldg.
Chicago

300,000 Satisfied Customers
Say Save Money
Kalamazoo
At Wholesale Price

Think What This Means
To You To Your Pipelines

The Cause for the Success
YOU Want FREE

Kalamazoo Pipeless Furnace

We Pay Freight and Ship Within 24 Hours

Latest Style STOVES and RANGES
of All Kinds GAS RANGES, TOO

FREE

A Kalamazoo
Direct To You

Reproduction of advertisement of the Kalamazoo Stove Co. occupying the back cover of *Successful Farming*, September 1916 issue. Prepared by Taylor-Critchfield-Clague Co.

The Punch Behind a Slogan

There never was a more euphonious business slogan than this—"A Kalamazoo Direct To You".

From the beginning it caught the eye of the farmer's wife; it caught the eye of any reader anywhere and at any time. "A Kalamazoo Direct To You" sounded good always to everybody. Its vibrations in the minds of stove prospects have carried the Kalamazoo Stove Company to the very crest of merchandising success.

But this slogan had to be coupled up with several other things, chief of which were quality of product, guarantee of satisfaction, and extensive and wisely directed advertising. The gem of a slogan might have been piped weakly and modestly here and there and no one would have paid much attention to it. Its worth had to be developed by playing it up strong enough to arouse both interest and confidence.

This company now has 300,000 satisfied customers scattered over the United States. This enormous clientele for one product is a tribute to farm paper advertising.

Glancing over the past record as far back as 1909, we note that the Kalamazoo Stove Company were using as much as 176 lines of space in a single issue of *Successful Farming* at that time. Coming on up



The Big Summer Edition Goes to Press Tuesday, May 1st

This issue of the New York City Telephone Book has a circulation of 900,000 copies.

It is distributed by hand and goes directly into the homes of every telephone subscriber in the Metropolitan District.

Your advertisement in this book has more than 1400 chances a minute of being seen and acted upon.

For complete information,
telephone, call at or write



NEW YORK TELEPHONE COMPANY

Directory Advertising Department

15 Dey Street

New York City

Telephone—Cortlandt 12000

A Review of Canadian Government's Advertising

Prospects of Canada's Using Advertising After Peace is Made, Also

By John M. Imrie

Manager, Canadian Press Association, Inc.

Address April 25th before the Bureau of Advertising of the American Newspaper Publishers' Association, at its annual luncheon in New York

IN Canada as in Great Britain it has been demonstrated beyond question that the advertising columns of the press can be used effectively in promoting the business of a Government.

Since the war began the Canadian Government has conducted sixteen distinct advertising campaigns. It is now by far the most extensive general advertiser in Canada. Its appropriations for display advertising during 1916 exceeded the combined appropriations for that year of any other three general Canadian advertisers. Already in 1917 its advertising expenditure has been almost as large as for the entire twelve months of 1916.

Canadian Provincial Governments also are using paid advertising space. The Ontario Government has conducted six advertising campaigns. Three advertising campaigns have been put on by the Government of British Columbia. The Alberta Government is now concluding its first extensive campaign. There is good ground for the belief that two other Provincial Governments will adopt in the very near future the policy of using educational advertising in their work.

GOVERNMENT'S QUICK ACTION

I would like to testify to the constant readiness of the various members of the Dominion and Provincial Governments of Canada to receive and consider our advertising suggestions, and to the quickness with which the points of many of them have been grasped. For example: the first Government campaign in Canada,

although it involved selling the idea to two departments, was decided upon at a meeting of the Council within forty-eight hours after the first interview. Another proposal to a Provincial Government that did not require reference to the Council was accepted during the interview in which it was first proposed, and that interview did not last longer than fifteen minutes. Indeed, a number of the later Government campaigns in Canada have been undertaken on the Government's own initiation, without suggestion from Canadian Press Association, Inc., or any other sources.

In connection with almost every one of these twenty-four Government campaigns there is indisputable evidence of the success of the campaign. This is of great importance in its relation to the future of Government advertising in Canada. Most of the Government campaigns up to this time have been related in some way to the war, but in all its promotion work with the Governments of Canada the Canadian Press Association, Inc., has had in mind the regular use of educational advertising in times of peace as well as in times of war. The success of the campaigns in connection with war problems justifies the belief that educational advertising will be used by the Governments of Canada in their work under peace conditions also.

The first advertising campaign of the Canadian Government in the press of Canada was the Apple campaign of 1914. Its purpose was to increase the domestic consumption of Canadian apples in order to make up for the loss of foreign markets through the war. The food and other values of the Canadian apple were presented at-

tractively in educational advertisements, and a booklet of apple recipes was offered. There were 65,000 individual requests for that booklet, and at the close of the campaign many wholesale apple dealers reported increases of from 200 per cent to 400 per cent in the sale of Canadian apples for domestic consumption.

INCREASED FARM PRODUCTION

In the early spring of 1915 educational advertising was used to impress upon the farmers of Canada the need of increased agricultural production in view of the war and to suggest means of meeting that need. The campaign resulted in an increase of over 10 per cent in the area under cultivation and, in conjunction with good weather conditions, in record yields per acre. The value of Canada's farm production for 1915 was over \$300,000,000 in excess of the previous high record. Over 100,000 special bulletins offered in the advertisements were requested by farmers.

Three War Loans have been floated in Canada through educational advertising instead of through the customary method of underwriting. The aggregate amount asked for in these loans was \$250,000,000. The amount subscribed was over \$550,000,000. The underwriting of \$250,000,000 would have cost over \$3,000,000. The advertising of the three loans cost about \$130,000.

The need of thrift and savings in view of the war was emphasized in a series of Government advertisements. This series was followed by the advertising of Government War Loans, Debenture Stock and War Savings Certificates. On March 29, 1917, the Canadian Minister of Finance, in summarizing the results of the thrift campaign, reported that the savings of the people of Canada during the previous two years had been at least \$500,000,000. This amount represented the payments on the first two war loans, the debenture stock and the war savings certificates plus the net increase in the savings deposits in the char-

tered banks of Canada. These figures should be considered in conjunction with the fact that the population of Canada is less than 8,000,000.

The Ontario Government conducted an advertising campaign in the press of Toronto as an aid in raising Ontario's share of the Canadian Patriotic Fund. About \$25,000 was spent in advertising, and the subscriptions received from Toronto and York County alone amounted to \$3,500,000. In this connection it is interesting to note that the Canadian Patriotic Fund, which is associated with, although not financed by the Canadian Government, has used paid advertising space extensively in its work of raising by voluntary subscription an annual fund of \$13,000,000 for the dependents of Canadian soldiers.

"A vegetable garden in every home" is the keynote of educational advertising campaigns that are being conducted this spring by the governments of Ontario and Alberta. The city, town and village dwellers of these two provinces are being urged to augment the production of food supplies on the farms by the cultivation of vegetables in their backyards and vacant lots. It is too early to estimate the complete results of either of these campaigns, but already there are indications that they will result in the cultivation of thousands of vegetable gardens in the cities, towns and villages of Ontario and Alberta.

These few illustrations will serve to suggest the nature and the results of Government advertising in Canada. A start has been made, but it is only a start. There are almost unlimited opportunities for the application of the principles of advertising to the business of a Government. As fast as it is deemed advisable to do so, the Canadian Press Association, Inc., is suggesting new applications to the Federal and the Provincial Governments, and there is good ground for believing that each succeeding year will witness an extension of the scope of Government advertising in Canada.

A. N. P. A.'s Record of Accomplishment

What the Organization Has Done in the Thirty Years of its Career to Advance the Interests of the Newspaper Business

By Frank Leroy Blanchard

THE American Newspaper Publishers Association which yesterday began its annual session at the Waldorf-Astoria, New York, is the oldest and most successful of all newspaper business organizations, with the single exception of the Associated Press, which confines its activities to the gathering and dissemination of news. While there are a few prominent papers that do not belong to it, its membership includes a majority of the largest and most influential dailies in the country.

It was born thirty years ago at Rochester, and although many publishers who were prominent in its affairs then have passed over the Great Divide three of the charter members are still active in its behalf. They include Edward Payson Call, business manager of the New York *Journal of Commerce*, who is treasurer of the association; Herbert L. Bridgman, business manager of the Brooklyn *Standard Union*, late president but now a director; and Herbert F. Gunnison, business manager of the Brooklyn *Eagle*.

The A. N. P. A. is not one of those social or ornamental associations that meets once a year, listens to a few jollying speeches, has a banquet and then adjourns for another twelve months. It is distinctly an organization of accomplishment, one whose activities go on throughout the entire year. It maintains in New York a suite of executive offices presided over by L. B. Palmer, the manager, who is assisted by an able staff.

Few publishers outside of its membership have any conception of the extent and variety of the work done in many lines through the machinery of the Association. Fifteen thousand inquiries on various subjects of importance to

members are answered each year. The collection department handles between seven and eight thousand claims. It furnishes reports upon the financial status of national advertisers; it keeps watch upon Congress and the State legislatures for bills that are introduced affecting the interests of the members; it gets after fraudulent advertisers and aids in their prosecution; it fights the press agent evil, the newsprint magnates and all others who attempt to enforce unfair prices for supplies.

What are the net results achieved by the association during the thirty years of its existence and which indicate, beyond question, the great service it has rendered American journalism? If they were merely enumerated, a paragraph being devoted to each one, the list would fill ten or a dozen pages of PRINTERS' INK. It is, therefore, only possible at this time to give the more notable—those that have, perhaps, contributed most to the up-building of the newspaper industry.

EARLY SUCCESSES IN PROTECTION OF MEMBERS

Early in 1896 the express companies notified publishers in the Western States that the rate for the transportation of newspapers would be increased from one-half to one cent a pound. A committee of the Association concluded an agreement under which the half-cent-a-pound rate was continued.

Previous to 1909 there was a maximum penalty of \$5,000 for infringement of a photographic copyright no matter how innocently the infringement had been committed or how few copies containing the picture had been printed. Through the good work of



a committee of the Association the penalty was reduced to a maximum of \$200 and a minimum of \$50.

The frequent disturbances occurring in newspaper offices due to labor troubles and the difficulties encountered in their settlement led to the organization of a labor bureau in 1900 to handle all such matters on behalf of the association. The first committee, afterward known as the Special Standing Committee, appointed to have charge of the work, consisted of Alfred Cowles, Herman Ridder and M. J. Lowenstein. Col. Frederick Driscoll, former owner of the *St. Paul Pioneer Press*, became the Association's first Labor Commissioner, and served until his death in 1907 when Henry N. Kellogg, of the *New York Tribune*, succeeded him, the title being changed to Chairman of the Special Committee, a position which Mr. Kellogg has filled with admirable success up to the present time.

The work of this committee in adjusting differences between employers and their men and in promoting a harmonious relationship has been signally beneficial. One of its most important accomplishments was the conclusion of an agreement under which all differences of opinion between the A. N. P. A. and the International Typographical Union in relation to wage scales were to be referred to arbitration boards. In 1907 a similar arrangement was made with the International Printing Pressmen and Assistants Union. Later the scope of arbitration was broadened to include all differences as to wages, hours and working conditions other than those provided by the rules of the I. T. U. then in effect. The amount of money saved to the newspaper publishers through the prompt settlement of labor troubles during the past few years has been incalculable.

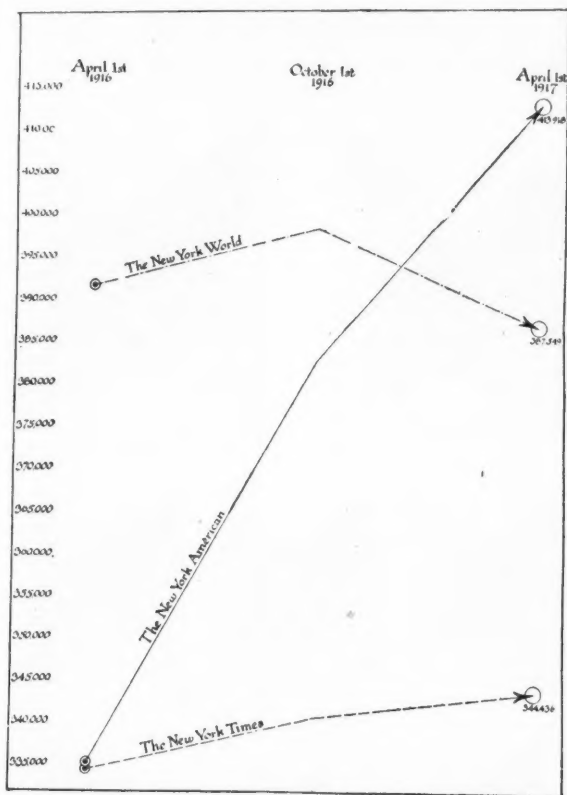
The Association from its very inception has been active in protecting its membership against arbitrary attempts of manufacturers to increase their charges for white paper. In 1904 Joseph Pulitzer subscribed \$10,000 to a fund

to combat their destructive methods. Other subscriptions were also received, and a committee on paper was appointed consisting of Don C. Seitz, John Norris and Conde Hamlin. As a result of their efforts the General Paper Company was dissolved by the courts in June, 1906. This was the first substantial victory for the Anti-Trust law.

A LONG FIGHT FOR LOW PRINT-PAPER PRICES

In 1907 when the paper makers raised newsprint prices \$50 a ton, a Paper Bureau was created, with John Norris at its head, to combat the advance, to post publishers upon conditions in the paper market and to secure legislation that would promote normal newsprint prices. Because of the work done by the Bureau mechanical woodpulp was placed on the free list by Congress, and pulps and paper of all kinds from Canada, costing not more than four cents a pound, were also placed on the free list. It broke up various paper pools, pointed out the need for standardization in the width and quality of paper rolls, showed how much of the waste of paper could be prevented, and by public auctions endeavored to secure open prices for paper.

The fight which has been carried on with so much vigor by the Association during the past two years, against what the publishers regard as an unwarranted and indefensible increase in the price of white paper has received so much publicity that it is unnecessary to review it at this time. One of the results was an investigation of the paper situation by the Department of Justice which has culminated in the indictment of seven manufacturers. It was through the Association's efforts earlier in the present year that certain manufacturers agreed to refer the matter of fixing the price of paper to the Federal Trade Commission and abide by its decision. However, when that body had actually fixed the rate at \$2.50 the paper manufacturers wanted to back out of their agreement.



THE ONLY VALUE of the Government Statement of circulation is that it gives what everybody recognizes as an absolutely fair basis of comparison—so far as it goes.

This chart above, for example, gives a graphic and absolutely correct presentation of the relative gains of New York's three leading newspapers since April 1st, 1916.

It shows that the New York American averages more than either the World or the Times, and that it is growing far faster than either.

But it does not show (1) That the American's weekday circulation is more than 375,000—larger than any New York morning newspaper; (2) That its Sunday circulation exceeds 750,000, the largest in the United States; (3) That its real growth has been on weekdays—100,000 gain in past year; (4) That its daily and Sunday average is already some 15,000 more than the 413,918 net sale shown as of April 1st.

And least of all does it show the great swing towards the general recognition of the American as New York's most representative newspaper. War has brought many changes: most of those who used to accuse the American of being too radical are now cheering loudest for the very measures it has long been advocating!

New York American

United States Flags

CONFORMING TO GOVERNMENT REGULATIONS

CAST IN TYPE MOLDS

Insist on the Use of These Correct Flags

No. 2401, 8 for \$0.25



No. 12001, \$0.55



No. 14401, \$0.65



No. 7201, \$0.30



No. 8401, \$0.35



No. 9601, \$0.45



No. 6001, \$0.25



No. 4801, \$0.23



No. 3601, 4 for \$0.30

American Type Founders Company

LOCATION OF SELLING HOUSES

Boston, Mass.
New York City
Philadelphia, Pa.
Richmond, Va.
Baltimore, Md.
Buffalo, N. Y.
Pittsburgh, Pa.

Cleveland, Ohio
Cincinnati, Ohio
Chicago, Ill.
Detroit, Mich.
St. Louis, Mo.
Minneapolis, Minn.
Kansas City, Mo.

Denver, Colo.
Portland, Ore.
San Francisco, Cal.
Spokane, Wash.
Los Angeles, Cal.
Winnipeg, Canada
Milwaukee, Wis.

United States Flags

CONFORMING TO GOVERNMENT REGULATIONS

CAST IN TYPE MOLDS

Insist on the Use of These Correct Flags

No. 12002, two colors, \$0.90



No. 2402, two colors, 4 for \$0.25



No. 14402, two colors, \$1.15



No. 7202, two colors, \$0.45



No. 8402, two colors, \$0.55



No. 9602, two colors, \$0.70



No. 6002, two colors, \$0.40



No. 4802, two colors, \$0.30



No. 3602, two colors, 2 for \$0.30

American Type Founders Company

LOCATION OF SELLING HOUSES

Boston, Mass.
New York City
Philadelphia, Pa.
Richmond, Va.
Baltimore, Md.
Buffalo, N. Y.
Pittsburgh, Pa.

Cleveland, Ohio
Cincinnati, Ohio
Chicago, Ill.
Detroit, Mich.
St. Louis, Mo.
Minneapolis, Minn.
Kansas City, Mo.

Denver, Colo.
Portland, Ore.
San Francisco, Cal.
Spokane, Wash.
Los Angeles, Cal.
Winnipeg, Canada
Milwaukee, Wis.

The A. N. P. A. has been specially active in its endeavors to defeat attempts that have been made to increase the rate of postage on second-class mail matter. In 1912 it tested the constitutionality of the "rider" to the Post Office Appropriation Act of that year. It stood alone in offering on behalf of the newspapers the proposed increase in freight rates on newsprint paper in 1915 when through its energetic action the railroads were prevented from securing a ten per cent increase. This resulted in the saving of a very large amount of money each year by the newspapers. More recently it worked to good advantage in preventing an increase in the postal rate on newspapers.

A department of the A. N. P. A. that has proved helpful to members is the Bureau of Advertising which was established four years ago and represents an amalgamation of three other organizations—the United Newspapers, National Newspapers, and the Daily Newspaper Association, which were engaged in practically the same kind of work, namely, the promotion of newspaper advertising. W. A. Thomson, the director of the Bureau, and Thomas H. Moore, the associate director, are constantly engaged in interviewing prospective or actual national advertisers with a view of presenting the advantages of daily papers as an advertising medium. During the past year a number of large campaigns have been launched in newspapers as the result of this work.

In reviewing the achievements of the A. N. P. A. the observer cannot but be impressed with the fact that while many of them have been of special benefit to the members alone, others, and one might say the most important, have benefited all newspaper publishers. The men who are working untiringly for its success realize that whatever the association does to correct evils in the business, to improve the working conditions in publication offices, to prevent the enactment of harmful legislation, to keep down the prices of supplies entering into

newspaper production, they are doing it not for the members of the association alone but for the whole publishing world.

Advertising as a Recruiting Force

PORTLAND, ORE., Apr. 12, 1917.

Editor of PRINTERS' INK:

It might be interesting to you to know what advertising as a force has accomplished out here for the preparedness movement.

A plan was conceived to bring the men who attended the Citizens' Training Camp in this district into an organization to receive military instruction under an army officer.

The plan was laid before Col. W. G. McAlexander, who had charge of the Training Camp at American Lake and Fort Lawton, Washington, and who consented to give of his time one night a week provided we secured 25 men who would pledge themselves to attend the set night for instruction.

The advertising man knew this would be easy and he went about lining up the men and secured 32 names or pledges. An organization was formed with 43 names as members and we started with this number about the first of March.

We were not satisfied with this number and wanted to increase it, so we made a survey, found out the point of contact and then made an appeal, using the newspapers, and, to our surprise, the organization grew to 84 men and then to 200, and now we can't find a building large enough, even though we have divided the organization up into four companies which drill at different hours on four nights a week and class our membership over 1,000 business and professional men.

I believe if the right appeal can be made through the newspapers we would have no trouble in raising a large army, but first of all a survey should be made in order to find the "point of contact."

EUGENE H. LEDERER.

Taking Liberties With Comparatives

NEW YORK, Apr. 17, 1917.

Editor of PRINTERS' INK:

A good deal has been said in PRINTERS' INK of late about "common errors in copy." What are we going to do about the latest specimen in the copy of a well-known advertiser, which says: "Less eggs with Blank's Baking Powder"?

The next thing we know we shall have such sentences as this: "Fewer trouble with Blank Tires."

GEORGE H. MAY.

Nevada Paper Appoints Representatives

The Reno, Nev., *State Journal* has appointed Alcorn-Henkel, New York and Chicago, to represent it in the national field.

I spend money for
BRAINS
—for the Best Men
who know how to
make the Best
Newspaper

Cyrus H. K. Curtis

PUBLIC LEDGER



" GIRARD "

of the PUBLIC LEDGER's editorial page. His "Topics of the Town" is the most distinctive "column" of its kind in American journalism today.



WILLIAM C. BULLITT

of the PUBLIC LEDGER's editorial staff; a brilliant young writer whose grasp of the international situation as it affects the United States has won the hearty commendation of Government officials.



LINCOLN COLCORD

the Ledger's staff correspondent in Washington, D. C. His interpretation of the trend of political thought and activity in the capital is authoritative. A recent article of his was printed simultaneously in the PUBLIC LEDGER, London Times and Petite Parisien.

GER Staff Writers

ITS staff writers give the Public Ledger columns of news not found in any other daily newspaper. Girard, Bullitt and Colcord are but three names from a dozen or more on the Ledger staff. There is "C. B. E.," covering the business news of Chicago every day; "R. L. B.," who writes so interestingly of Wall Street; "B. P.," who tells Ledger readers every Tuesday what the New England group of States is doing industrially; "C. A. S.," of Pittsburgh, whose Saturday dispatch outlines the Pittsburgh Iron and Steel market; and "Q. M.," of Atlanta, who contributes a letter each Thursday covering the news of the South—the new South, with millions to spend for commercial development.

THE Public Ledger is sold solely on its merits as a newspaper. No premiums or extraneous inducements of any kind whatever are offered Ledger subscribers. Its readers support it for what it is—a daily newspaper of which Philadelphians and Pennsylvanians are genuinely proud. Four years ago the Ledger had a circulation of 60,000 daily; today it has 200,000 daily—and it's steadily growing. Everywhere throughout Pennsylvania people are forming the Ledger habit.

The Ledger

Morning Evening Sunday

"Let's Start a House-Organ"—And They Did

Hence This "Close-up" Story of the Trials, Tribulations and Final but Chastened Triumph of One House-Organ Editor

By M. B.

WHEN they put the alienist on the stand to say whether the prisoner was insane when he murdered the girl, they always ask him a lot of polite questions touching upon his experience and training, which being boiled down simply amount to asking him: "Doc, what in Sam Hill do you know about insanity anyhow?" So as this article is to be in the nature of testimony, I want to qualify by telling briefly why I have the nerve to consider myself a house-organ editor.

First of all, let me get into the record the fact that for the past fifteen years I have earned my daily bread by writing for publication. The only possible exception to this would be the last three years, during which I have been advertising manager for a manufacturer—we'll call it farm tractors, for that is about as far away from the truth as anything I can think of at the moment. Before that I was a newspaperman—not the reporter you see in the movies, but the regular kind who works for a living. I have been on every kind of a sheet, from a country weekly to a metropolitan daily, and I have filled every job on the payroll from cub reporter to managing editor. I can say with all modesty that I have written more stuff for publication than Bill Shakespeare, Emerson and Walter Scott combined, which should clear me from the charge made against most advertising managers who start house-organs that they do it so they can see their stuff in print.

As to my particular qualifications to talk on things pertaining to the house-organ field, I simply submit that I have acted in the dual capacity of guardian angel and wet nurse to a lusty little book for the past two years, and it is

still alive! If in that time I had not made mistakes and encountered difficulties there would be no excuse for this article. I simply propose to tell of the troubles and trials incidental to raising a house-organ to the sturdy age of two years in the hope that the narrative will touch a responsive chord in the manufacturer who has been through the mill, or possibly give a note of warning to one who is thinking of jumping in.

Now just another word to give the proper stage setting, and then we'll be off at a trot:

Our line is, as I said before, farm tractors. Our organization is a good deal like a little family circle with The Boss as dad—as square a man as ever lived, a worker, one who hits straight from the shoulder and only talks when he is looking you square in the eye, a good winner, a game loser and a manufacturer from his shoes up. He has, however, the usual hazy idea concerning advertising. He thinks of it as a sort of automatic machine where you throw a few dollars in at one end and get business out of the other. He hasn't time to monkey with the machine, so he hires a boy to run it and puts it squarely up to him to get results. The cast will also include various department heads, and supers of one kind or another.

STARTED TO FILL A SUDDEN NEED

The birth of our house-organ was indirectly the result of a serious misfortune which came to the house—the sudden death of our chief sales executive. Everyone realized his personal following had been a large and important factor in the success of the business. Dealers and customers were in the habit of doing business with

"Bill"—not with the firm, and knowing this, the management was snatching at any straw which would help to hold the good will and prevent it from being switched over to some other popular salesman before the late "Bill's" assistant could get into his shoes. The Boss fully realized the seriousness of the situation when he dropped into my department one day and remarked:

"It seems to me there ought to be some way of holding 'Bill's' old friends through advertising. If they just knew that though he is gone his wife still holds his interest in the business, and that they are doing more for him by giving us their support now than they ever could have done when he was alive, I think they'd stay with us."

I must have had a catch in my breath before I answered, for this was the opportunity I had been waiting for a long time.

"Boss," I said, "we can do more than that. We can not only let them know what a loss Bill's death is to us, but we can show them that his spirit—his honesty, sincerity and whole-hearted manliness—still lives; that it is the spirit of the house. We can make them love the house as they loved Bill, and it will be a love which carries no kick-back, for it will go on not only for years, but for generations, as long as the shop has a wheel to turn."

"What do you mean?"

"I mean we ought to start a real house-organ," I replied.

Then I went on to explain in detail how I thought house personality could be injected into a publication of this kind, and how it could be made an important factor in creating and maintaining good will. The Boss sat without moving a muscle of his half-averted face until I mentioned the success of a little house-organ I knew he read more carefully than he read his daily paper.

"Yes, there's something in that. If we could get out a booklet like that it would do some good—but our line is different," mused the Boss.

"We need a different kind of

book, but we should remember that it should reflect the personality of the house just the same as this one does," I answered. "Of course we will have to run halftones showing our tractors at work, explain points which bother tractor engineers and all that sort of thing, but the main aim will be to create good will."

HOPE LOOMED LARGE

Many a time since then I have thanked my lucky star that I put it just that way, played up the good-will idea strong, and let it go at that. Had I said half of what I thought I would have proved myself the greatest jayhawk in the business, for I honestly and truly believed that in this embryo house-organ I had the one great advertising find. I saw no reason why I could not place it on terms of equal competition with the trade papers, with the important difference that in it we would have no competitive advertisers screaming for attention.

I saw our company as the only advertiser in a live-wire trade paper, every copy of which would go where it was needed most. I saw every agricultural implement dealer and every ranch owner in the country reading our little magazine every month and accepting it as the standard. At the risk of seeming egotistical let me say that while I realized that scores of others had tried this thing and failed, I had no fear for my own success, for bear in mind that I was more of an editor than I was a tractor salesman, and I had confidence in my ability to get out a book which would be alive with interest, and carry a real message to the implement dealer out in Montana.

"That is where the other fellows have fallen down," I thought. "They know their own line all right, but they don't know human nature, and they don't know how to put out a magazine with any snap to it."

Even though it is getting ahead of my story, I want to say that this line of reasoning is entirely wrong. No matter how well

edited, and no matter how attractively gotten out, the house-organ can never supplant the trade paper. Right at the outset it bumps up against a basic human prejudice. Mankind wants its news of all kinds and descriptions from an unbiased source. It is for this very reason that subsidized newspapers seldom succeed. No matter how elaborate and well edited it is, the implement man out in Montana thinks of the house-organ as "that little booklet the Farm Tractor Co. sends around," while he gives the trade paper more respectful attention. This is a fundamentally human "kink" and when you bump into one of these "kinks" you might as well throw up your hands, for efforts to educate the public out of ideas like this avail nothing. It is also equally human to have mighty little respect for anything which comes to you without any effort on your part.

From my experience and from the results our house-organ has produced, I can say that while as a competitor with trade papers the house-organ must of necessity be a rank failure, it is nevertheless a very useful and important form of advertising, and one which will unquestionably see great future development. Briefly stated, its value is first of all as a means of getting and holding good will by keeping the manufacturer in close touch with his dealers and customers—giving them a chance really to know one another—and secondly as an improved and economical form of circularizing. Ninety-nine men out of a hundred when going through their mail will lay a magazine aside, while circulars go in to the waste-basket.

THE BOSS WRITES FOR THE FIRST ISSUE

To cut a long story short, my plan for a house-organ went through.

"This isn't going to be a one-man affair," announced the Boss in response to my urging. "Jim, here, is going to be editor-in-chief, but we're all going to help."

Every one of those five men in

conference assembled swore that he would put his shoulder to the wheel—Thompson, the new sales manager; Berton, his assistant; Dawson, the factory superintendent; Wilson, his chief engineer, and even old Jerry Duncan, the auditor—every one of them was filled full of "pep" and enthusiasm for the new toy.

I got busy at once and laid out a schedule for the first number. Thompson was to kick in with some live-wire stuff for dealers on selling—I warned him about generalities and told him to stick to selling points and make his stuff meaty. Dawson was down for a feature story on "The Making of a Farm Tractor," which I intended to use for an opening gun, as it gave an excuse to work in technical cuts of more or less selling value, and we planned to illustrate it with pictures of the plant which I knew by experience would tickle the Boss. There were two or three other articles promised which I do not recall at the moment.

While the other editorial lights were supposed to be on the job, I got busy and ground out some editorial. The style was what we used to call "open-face stuff" back in the newspaper days—the kind where you spring a line of happy-go-lucky philosophy in short, jerky sentences, or take an obvious truth and drive it home with a sledgehammer. I tried to put into my job the big humanity and straightforward honesty which really is the house spirit. I was pretty well satisfied with my job when I got through and the Boss liked it, too. I got a photographer to make the pictures to go with Dawson's article, twelve or fifteen of them, wrote little sketches to accompany a half dozen other pictures I had scraped up showing tractors doing unusual kinds of work. In short, the decks were pretty well cleared for action, except for the stories from Dawson and Thompson, when the date we had fixed for closing arrived. Anxious to have everything in hand to insure getting the first number out on time, I called Thompson on the 'phone:

"How's that story of yours coming along?" I asked.

"It's all done. The girl's just copying it," he answered.

An hour later some twenty-four sheets of closely typewritten manuscript were laid on my desk, and I almost had heart failure, for instead of the short, snappy ginger talk I had insisted upon, the first paragraph, characteristic of the whole mess, read something like this:

I have been asked by the eminent editor of our new house organ to tell you something about the selling of farm tractors for agricultural purposes, and in response to his request I am pleased to state—

I groaned. Then, recollecting that I had editorial rights, I proceeded to take it out of that copy, and what I did to it was plenty! The only way Thompson could possibly have recognized it was by the signature line, but apparently that did not bother him in the least, for he showed no hesitation in accepting it as his own brain-child.

When I called up Dawson to ask for his copy, he explained that he had been unusually rushed and that he expected to finish the article in the evening at home.

That night I went home with a headache. My wife met me at the door.

"Aren't you editor of the new magazine?" she asked.

"I guess so," I replied, with the sad look of a billy goat who has swallowed more tin cans than he can digest. "Why?"

"Mrs. Dawson was here this afternoon. She told me that they're making Mr. Dawson write all the articles for this magazine thing in addition to his regular work. The poor man has been working till after midnight every night this week and he's almost a nervous wreck."

I pride myself on being a good sport. I kept quiet. Next morning I told Dawson I'd write his story for him and run it under his name. He was much relieved.

So that day by noon all the copy was in hand and turned over to the printer just one day late.

In due time the books were delivered. It was, on the whole, a

pretty good job. Everybody in the organization looked it over individually, and each one pointed out the two typographical errors that had not been corrected from the revise. A stockholder in a distant city wrote in to protest against the use of a "cuss word" that had crept in concealed in an alleged joke I had lifted. Thirteen different dealers from as many towns called attention to a technical error in the story to which I had signed Dawson's name. The second vice-president's daughter, who attends an art school, took exception to the color scheme on the cover, but the Boss said it was a good job, and that was enough.

Month after month our little book made its appearance. The enthusiasm with which it started died down after the third number, and I verily believe the infant would have died of neglect had I not been there to watch it, for the Boss had not time to give it even passing attention. That has been the end of many of the house-organs I have seen make a creditable start. It can be put down as a sure rule that unless there is a trained nurse on the job the baby house-organ is doomed before it is born.

There were critical periods when money was tight and pennies had to be counted, but I believed in the little sheet and I stuck to it like glue.

APPROVAL OF DEALERS WON

After perhaps four or five months its influence began to be felt, not in direct sales, but as a good-will builder. Dealers would write in referring to information which had been published in it. They would sometimes make favorable comment on our editorial attitude, or suggest that something be "boosted" or "knocked." They also began sending in lists of people they wanted added to the mailing-list. Now there is never a day that we do not get letters of this kind and sometimes half a dozen or more in the same mail.

As soon as they saw that we did not propose to cut our advertising on the strength of it, the trade papers began coming along,



Does This Dealer Carry Your Goods?

Its patrons include 135,000 buyers in rich Northern and Central Ohio—210,000 on Sunday. It sells all kinds of reliable goods—offers no others. Seventy-five years of fair—and plain—dealing make it a valuable and powerful ally.

The Plain Dealer

First Newspaper of Cleveland, Sixth City

Western Advertising Representative
JOHN GLASS
CHICAGO, Peoples Gas Building

Eastern Advertising Representative
JOHN B. WOODWARD
Times Building, NEW YORK



The Giant Cranes at the Asano Ship Yards—Japan

Japan's Long Arm

This is the first of the Far Eastern studies which is being made for Asia on a special tour of the Orient by

Richard Washburn Child

The completed series will give readers of ASIA a broad view of the industrial achievements of the Far East, and the opportunities for American cooperation and enterprise in the big industrial spirit which is moving through the Orient. This series typifies the inspiring work ASIA is doing to bring before far-seeing influential Americans the rich potentialities of the EAST.

Executives of important enterprises are invited to ask for further information on either editorial or advertising matters.

ASIA American Asiatic Association
280 Madison Avenue, New York

one by one, with favorable comments which helped the little book's standing in the trade. In short, it soon grew into its proper sphere as a monthly newspaper for people interested in our tractors.

One thing the manufacturer who contemplates starting a house-organ should beware of, is making its management too much of an organization affair. That is the natural feeling—to get away from the one-man idea—you want all the gang to take an interest and lend a hand. Theoretically this is perfectly right, but it doesn't work out in practice. Your organization may be composed of good business men, but it is dollars to doughnuts that they are not good editors as well. Their intentions are unquestionably good, but when you have them in conference on matters pertaining to a house-organ it is a good deal like trying to run a brewery with an advisory board composed of ladies from the W. C. T. U.

DANGERS THAT BESET THE PATH OF THE HOUSE-ORGAN EDITOR

It is not only in its early days that the house-organ is a bad life-insurance risk. Dangers beset it all along its path, as measles, scarlet fever and whooping cough beset the growing child. One of these maladies likely to develop about the beginning of the second year is *pictureitis*.

Pictureitis is a disease of the ego and may be classed as not only infectious but contagious. For some reason of policy the house-organ prints a photograph of a friend of the organization. Immediately the editor is deluged with everything capable of reproducing a face on paper, from zinc etchings to woodcuts and every kind of a picture, from a cartoon to an oil painting. Each one comes from some special friend of the organization who must not be offended, and the nice little problem up to the man who runs the house-organ is to keep from printing the pictures and still keep on good terms with the original.

The same thing holds true in the case of poetry. A new house-organ is the delight of the would-

be poet. "Here at last," he exclaims, "is a publication which cannot refuse my verse, for its boss belongs to the same lodge I do!" Just the same, the house-organ editor must be smart enough to figure out some way of "getting out from under," for nothing kills a house-organ more quickly than "near" poetry.

Naturally, diseases of this kind are the greatest calamity when the Boss happens to be the one stricken, and if I were rich I would offer a Packard car as a prize for the house-organ editor who had been able consistently to foil the Boss in his efforts to exploit his pet hobby. You are up against it both ways from the center. In the first place, he is the fellow who pays the bills, and in the second place he is the fellow who pays the editor's salary, and there is grave danger that he may stop doing one or both if properly aroused.

Then there is the Grouch, who takes exception to something which appears in the paper and proceeds to take it up seriously with the Boss. The proprietor of a newspaper or other periodical has these "kicks" fired at him seventeen times a day, every day in the week, and they go in one ear and out the other, but when the boss happens to be a manufacturer who confessedly neither knows nor cares anything about the various subjects discussed in the editorial pages of his house-organ, it is decidedly another matter. I have seen the head of our company come into my department more perplexed than if a fifty-horsepower tractor out on consignment had "gone through herself," because some crank reader had misconstrued my meaning and had told him that the teaching in one of our editorials was immoral.

From the time a house-organ is started until its last day on earth the editor is pestered to death by members of the organization who want some of their friends "boosted" or "kidded," not realizing that to anyone who lacked the pleasure of knowing the subject of the sketch the "boost" or "kid" would

be absolutely without any point.

Then a word must be said about the ever-present trouble of sticking to a closing date. I have made a determined effort along these lines, but it cannot be done, and now that our little magazine has really begun to win a place for itself it is harder than ever. Always the day before the forms are supposed to close something is sure to turn up that the Boss wants published and we must hold open until photos and cuts can be made.

Perhaps in my efforts to be frank I have taken a rather pessimistic tone in telling of my experiences as a house-organ editor. If so I want to correct the impression, for it is far from the truth. I believe that our paper has proved a complete success. The Boss says so, and he is not the kind of a man who throws statements of that kind around without due consideration—the only advertising argument that carries much weight with him is the jingle of the cash-register. Moreover, I believe that our little magazine is getting attention because nearly one thousand people have written in, unsolicited, and asked to be placed on our mailing-list. As I said before, there is hardly a day that we do not receive letters referring to it one way or another.

Now to answer the eternal question: "Does the house-organ pay?"

Yes. On my oath, if necessary, I am prepared to say that it does pay, and pay richly.

What proof can I offer that it pays? Absolutely none.

I can show you that our sales have increased materially since we started it, but I cannot prove, and I do not even claim, that this increase is the direct result of house-organ advertising.

The direct, traceable sales from our house-organ would not even pay the postage.

And yet I say that it pays, and the Boss will bear me out.

If you want figures, I will try to give you some idea of how it works out, but please bear in mind that the item of good will

can only be guessed at, and that in my opinion the amount stated is the lowest possible minimum. If I said what I believe, everyone would think me crazy:

COST FOR ONE YEAR	
Printing	\$1056
Engravings	250
Mailing	150
Postage	600
Photos and art work.....	100
	<hr/> \$2156

RESULTS FOR ONE YEAR	
Replacing circulars formerly used in follow-up at a nominal average of \$30 per month.....	\$360
Estimated postage on same.....	350
Cuts for circulars.....	80
Art work, etc.....	50
Minimum estimate of good will created	2500
Value as means of keeping dealers informed of changes in line, etc. (Saved average of 100 letters per month).....	240
	<hr/> \$3580
	<hr/> \$2156

Net gain.....\$1424

"Oh," you say, "I don't find the editor's salary listed here." That's all right. He would have been off playing golf or getting into some mischief and his house-organ work is clear velvet for the house. You can't list the item of wear and tear on the organization's nerves, either. Trouble and annoyance are stimulants and tougheners.

Yes, as a business proposition the house-organ figures up all right, but if you are a manufacturer and you want to keep all the joy and happiness in your young life you possibly can, my advice is *don't start one!*

Charter Oak Club's Election

The Charter Oak Ad Club, Hartford, Conn., has elected the following officers: M. C. Manternach, president; A. C. Fuller, first vice-president; E. H. Morse, second vice-president; John M. Sweeney, Jr., secretary; William C. Woodford, treasurer; F. G. Macomber, Lewis Stephenson, R. L. Hirschfield, M. B. Miner, James A. Reid and Lee H. Hills, directors.

Mr. Manternach and Mr. Sweeney were re-elected.

Joins Advertising Staff of "Adventure"

Walter Moore, formerly an advertising representative of the *National Sportsman Magazine*, is now associated with the advertising department of *Adventure Magazine*.

Help Afforded Advertisers by A. N. P. A. Bureau of Advertising

Annual Report of Bureau Reveals Assistance That Is Being Given
Agencies and Advertisers

MORE than \$75,000,000 was invested in newspaper advertising in 1916 by national advertisers, according to the estimate contained in the annual report of the committee in charge of the Bureau of Advertising of the A. N. P. A. The report, issued on April 24th, states that this figure represents a gain of about 35 per cent, or nearly \$20,000,000 as compared with the year 1916.

"Figures compiled by the Bureau for the first three months of 1917," says the report, "indicate that, large as the increase was in 1916, gains in business continue this year. For the first quarter ended March 31st, an increase of 16 per cent over a corresponding period in 1916 is shown by the Bureau's investigations.

"It is interesting to note that the newspaper gain in general advertising for the three months of 1917 was made in the face of a record-breaking figure in 1916, and in spite of conditions that are more or less unsettled. That the business advanced in spite of raises in rates, the paper shortage, legislation restricting certain classes of advertising, and the further elimination of advertising deemed undesirable is worthy of more than passing comment. The growth in advertising for the first three months of the year has been fairly general—only a few points, where local conditions were a factor—having reported decreases.

"As your Committee has already submitted, the steady growth in general newspaper advertising must in part be credited to the propaganda carried on by the Bureau. The Bureau's opportunity for service has been limited only by its physical resources. In spite of the fact that it works in behalf of every daily newspaper in the United States and Canada, it is supported by a comparative

few. The amount spent by the newspapers, through the Bureau, to promote general advertising last year was a little more than one-seventh of one per cent of the actual increase in general advertising during 1916.

"Your Committee, appointed at the 1916 convention, consisted of the following:

"J. F. MacKay, Toronto, *Globe*; William H. Field, Chicago, *Tribune*; Harry Chandler, Los Angeles, *Times*; Fleming Newbold, Washington, *Star*; Jason Rogers, New York, *Globe*; Louis Wiley, New York, *Times*; David B. Plum, Troy, *Record*; G. Edward Buxton, Jr., Providence, *Journal*; John B. Woodward, Chicago, *Daily News*; Lafayette Young, Jr., Des Moines, *Capital*.

"The Committee organized on April 28th, 1916, by re-electing Mr. MacKay chairman, and electing Mr. Field as vice-chairman. Mr. MacKay wished to be relieved of the duties of the chairmanship, but was prevailed upon to remain for another year, with the understanding that he be permitted to retire at the end of that period.

"Messrs. Wiley and Rogers were appointed as the finance committee, Mr. Wiley being designated as chairman.

"Dan A. Carroll of New York and Robert J. Virtue of Chicago were re-appointed advisory members of the committee to represent the special representatives' organizations.

STRONG PAPERS JOIN BUREAU

"At the close of business, March 31st, 1916, there were 283 newspapers subscribing to the Bureau. While this represents a net decrease of 11 members, it shows an actual increase in income of \$5,785.92 over that of 1915.

"This is, in part, due to the fact

that while some of the smaller newspapers have withdrawn, the larger and stronger publications are coming in. A more drastic rule, dropping members delinquent in the payment of dues, has also removed names hitherto carried on the rolls.

"Of the membership, 181 are members of the American Newspaper Publishers' Association. An active campaign in behalf of the Bureau was begun during the last convention, and was followed by an aggressive appeal by letter from your president, Hopewell L. Rogers.

"Representatives of the Bureau spent 218 days in travelling during the year just ended.

"Personal solicitation was conducted upon a long list of advertisers and prospects. Following the plan adopted in 1916, the Bureau has kept a record of its active solicitations. These embrace manufacturers and distributors in every line.

"Points visited included Chicago, Minneapolis, St. Paul, Omaha, Milwaukee, Detroit, Toledo, Cleveland, Akron, Erie, Buffalo, Toronto, Rochester, Troy, Albany, Boston, Springfield, Mass.; Providence, South Bend, Barre, Vt.; Philadelphia, Camden, N. J.; Trenton, Wilmington, Baltimore, Washington, Tampa, Sarasota, Fla.; Jacksonville, Los Angeles, San Francisco, Sacramento, Olympia, Wash.; Fresno, Cal.; Riverside, Cal.; Pasadena, Salem, Ore.; Portland, Ore.; San Diego, Seattle, etc.

"Investigations were undertaken during the year for many advertisers and advertising agencies. The Bureau's capacities in this respect and in the gathering of data, were frequently taxed to the utmost; and, in passing, it may be said that one of the larger needs of the organization at present is for greater facilities in these lines.

"The Bureau's services were largely sought by advertising agents in the past year, both for the purpose of obtaining information and for negotiation with clients who were considering newspaper campaigns. As in the past, a great deal of the work of

the Bureau with advertisers was necessarily conducted in confidence, but your Committee had an opportunity to watch this work in detail.

"In line with instructions issued by your Committee, the director of the Bureau took up active solicitation on the Pacific Coast. Two trips across the Continent were made. As a result of these trips, it is evident that there is a splendid field for development work in the far west, and the need for the continuance of this work and the ultimate establishment of an office on the Pacific Coast have been demonstrated.

"In connection with these trans-continental trips, it will be interesting to note that solicitations were made among leading factors in the following industries:

"Fruit-growing, lumber manufacture, loganberry juice and cider production, canning in all its branches, cereal and flour making, community advertising movements, spring water and beverage making, and the fish industry. Particular attention was given to the fruit marketing associations, and relationships were established that were of distinct value to our business.

"It is also interesting to note that some of the successful solicitation done on the Pacific Coast was conducted in the face of extremely keen competition. The organized effort made by our competitors in this section points the need and the opportunity for special effort in that part of the United States.

"The excellent co-operation extended to the Bureau by publishers in California, Washington and Oregon made the work in this section doubly effective.

"Following solicitation done on the Pacific Coast, the Bureau was invited to investigate the fruit-growing situation in Florida, with results which are known to your Committee to have been highly satisfactory.

"Representatives of the Bureau delivered addresses on newspaper advertising before a large number of organizations during the year, including advertising clubs, cham-

SET *an advertising agency to fit your business.*

If you're building your own business on brag and bluff and bunk, get that kind of an agency to serve you.

If you're solid and substantial and sane—not mushroomy in your growth—tie up with that sort of an agency.

The business that can't succeed without advertising, isn't worth advertising, but the business that isn't worth advertising will never be much of a success.

Our kind of advertisers find our kind of service very helpful.

CORMAN CHELTENHAM COMPANY
Merchandising Counsel Advertising Service
11 EAST 36TH STREET
NEW YORK

Established 1897



J. M. HERTEL



D. P. BEVANS



H. G. HALSTED



PAUL BLOCK



R. R. MAMLOK



S. L. SCHMID

C. R. SANDERSON



O. H. FLEMING



W. M. MESSITER



W. F. JOHNS



W. B. STARK



L. A. HODGES



A. L. CLOGHESSY



H. L. COLONEY

PUBLISHERS AND QUESTIONS

On behalf of myself — Welcome to the

PAUL BLOCK, Inc.

Publishers' Representatives

NEW YORK . BOSTON
CHICAGO DETROIT
BUFFALO



PAUL BLOCK



GILBERT KINNEY



C. J. BOYLE



C. A. REGAN



N. F. FOOTE



H. L. HASKELL



N. R. MAAS



A. F. THURNAU



GILBERT FALK



W. E. SEIP



PAUL FRANK



G. D. SMITH



JESSE BLACK



H. L. COLONEY

AND GUESTS:—

ehalf of my associates and
me to the Convention.

Paul Block



BUILDERS *of* AMERICAN BUSINESS

C. LOUIS ALLEN, PRESIDENT OF THE
PYRENE MANUFACTURING COMPANY

"For more than ten years, SYSTEM has proved an inspiration and very genuine help to me. I go through it page by page each month, and would hesitate to place a value upon the many practical suggestions I have gained from its contents."

A stylized, cursive signature of Louis Allen.

NUMBER XC in the series of portraits of readers of SYSTEM





bers of commerce, conventions and the like.

"The Bureau was able to do some effective work in connection with the advertising campaigns of the organizations in the recent presidential election.

"Representations as to the value of paid advertising were made to the leading party factors and never before in the history of political campaigns in the United States has so much display space been utilized. It is evident that the 1916 Presidential campaign marked the big beginning of the employment of newspaper advertising as a strong factor in elections.

"Repeated efforts were made during the year, beginning with the month of June, to establish the value of paid newspaper advertising with the Government at Washington. Cabinet officers and department heads have been visited from time to time, and the work is proceeding as this report is written.

"The Bureau was also enabled to be of assistance in matters of legislation pending in Washington. These matters have been reported in the Bureau's bulletins from time to time.

"The Bureau has been asked by the Quoin Club, representing the magazine interests, to join with it in opposing any further exhibits at the A. A. C. of W. convention on the ground that it is impossible to get sufficient attention to pay for the money invested. This request has been referred to the Newspaper Departmental of the A. A. C. of W. The Bureau took the attitude that it will cooperate with the Departmental in any way it can be of service to the cause of newspaper advertising, and that decision as to continuing the exhibit must rest with that body.

"Your Committee heads its list of recommendations with some plain words about the need for more liberal support of the Bureau of Advertising. The time has passed when any of us questions the value of this work. Since it has been found good, it seems

logical to your Committee to ask that it be enlarged.

"General advertising is a desirable type of business for newspapers, and we know the newspaper to offer the strongest and most economical form of general advertising. Like every good product, however, it needs the force of organized selling behind it.

"The Bureau of Advertising is selling the newspaper as a general medium, and selling it in behalf of every newspaper publisher, irrespective of whether he be a contributor or not. It has had countless opportunities to bring contracts to the newspapers subscribing to it, but it has emphatically and consistently declined to recommend any one publication or any group of publications. Its work is as broad as the Continent.

"It has been able, because of the prestige of the newspaper industry behind it, to establish business relationships with executive heads of big industries spending money for advertising.

"Its help is sought by advertisers and agencies everywhere, and its advice has won respect because it has sacrificed theories in favor of facts.

"It has constantly striven to keep in mind the advertiser's problem and, while it has relinquished none of its enthusiasm for newspaper advertising, it has endeavored to bring into its solicitation an intelligent breadth of view regarding its competitors.

"The demands upon the Bureau, however, have outgrown its physical resources. A dozen more men might well be employed including a statistician, a copy and art man, a representative in Chicago, and one on the Pacific Coast.

"If every newspaper that benefits by the work of the Bureau contributed to its support, we should have an adequate and formidable organization—even at the very small fee charged subscribers, for the newspapers that are beneficiaries of the Bureau's work include the press of North America.

"Your Committee respectfully submits to newspaper publishers

in the United States and Canada not subscribing—particularly those who are members of the American Newspaper Publishers' Association—that if they regard general advertising as a valuable asset, they owe it to themselves and their industry to support this vitally important work.

"The Bureau has continued to advocate to newspapers constructive co-operation with national advertisers. As is well-known, the word 'co-operation' has been much abused, chiefly because of a lack of discrimination on the part of certain advertisers and agencies. At the same time, the experiences of the Bureau continue to show that national advertisers are vitally interested in certain services that newspapers can render profitably to themselves as well as to their agents.

"Work by the newspaper to interest retail merchants in newspaper advertised goods as a class is, in the experience of the Bureau, one of the most effective means of assisting the national advertiser to make his campaign a success, as well as promoting the value of newspaper advertising.

SUPPLYING MARKET REPORTS

"The Bureau has encouraged the compilation of facts and figures about local market conditions. The value of this kind of work to the advertiser is readily seen, when it is remembered that one phase of the success of newspaper advertising is the opportunity which it offers advertisers to meet local conditions in a national campaign.

"The Bureau has advocated the establishing by publishers of advertising service departments. Newspapers operating these departments often solicit general advertising largely on the strength of the service they are rendering, the facts about their own markets, and the sentiment of the dealers in their communities toward newspaper advertising.

"A practical way of throwing light upon the advisability of this kind of work is found in the question asked by representatives of

the Bureau to scores of publishers during the past year: 'Does your service department work pay you?' The answer is not only a unanimous 'Yes,' but it is an enthusiastic one.

"The experiences of the Bureau have shown that a newspaper conducting an adequate service department has something to offer an advertiser which will attract him to that newspaper's city, irrespective of his attitude toward newspaper advertising as a whole.

"As one publisher has said, 'We don't ask a man whether or not he believes in newspaper advertising; we tell him that if he wants the market reached by our circulation, he can get it through advertising in our paper, provided he has a good product and his sales and merchandising departments are alive.'

"Your Committee submits this condition is well worth the serious consideration of every newspaper.

"During the year the question of free publicity has been broadly agitated, and a number of publishers have joined the ranks of those who bar press agency in all its forms.

"The Bureau has co-operated as far as possible with the excellent work of the Free Publicity Department, but, in the opinion of your Committee, some further and more drastic efforts to stamp out this evil must be made.

"Your Committee suggests the adoption of a plan to bring about agreements between publishers in every city putting up the bars against free publicity. Community agreements of this sort seem advisable, inasmuch as the individual newspaper that refuses free publicity while its neighbors accept it is often made to suffer for its stand in the competition for business. This is particularly true of automobile and moving-picture advertising.

"Your Committee further suggests that this organized effort, if it be attempted, should not be confined to the members of the American Newspaper Publishers' Association alone, but should take in the newspapers as a whole."

How Forhan Placated "Professional Ethics" in Its Consumer Campaign

Manufacturer of a Dental Preparation Lets Dentists Have One Product Exclusively While Advertising Another to Laymen

By Bruce Bliven

TWO years ago, the Forhan Company, manufacturer of a dental medicament known as "Forhan's Pyorrhea Preparation," faced one of the most difficult questions in its business history—namely, a proposed radical change in the method of distribution. This does not mean that the company was dissatisfied with the existing plan, or intended to abandon it. On the contrary, the business was flourishing. However, a potential new field had been discovered which might be covered in conjunction with the one then being worked, through a radical change in the merchandising policy.

At the same time, there was a very great danger in the proposal. The Forhan Company was advertising to dentists; the new plan was a proposal that it should advertise to the general public; and unless the new campaign was most skilfully conducted, there was a strong chance that it might offend the company's dental friends, with their decided "ethical" views about advertising, and so cut off all or a large part of the existing market for the Forhan product. For while it is true that the dentist is not quite so rigorous as the doctor is, in placing the ban on proprietary medicines, he nevertheless knows very positively what he likes and what he doesn't, when it comes to advertising. If the new plan could be put to work successfully, it would mean a great increase in the potential market; but before the company's business craft could set sail on the open sea of prosperity, it must thread a dangerous and narrow channel filled with large black rocks marked "Violation of Dental Ethics," and for which no chart existed. The story of how, during the past two years, the

company has been piloted successfully through these troubled waters, is an interesting one.

The company was three years old when the question of national advertising first arose. During those three years, it had built up a profitable nation-wide distribution for its product as a dentist's prescription. That is, a patient suffering from pyorrhea (Riggs' disease—loosening of the teeth) would be given a prescription by his dentist, calling for the use of the Pyorrhea Preparation, and would purchase it at a drug store. By circularization, sampling and advertising in the dental journals, a good-sized business had been developed among the 35,000 dentists in the United States. The company, by the way, sells another product, Forhan's Astringent, which is for the dentist himself to use in treating a patient suffering from pyorrhea, and is distributed by dental supply houses, the patient himself never being allowed to purchase or to use it.

ADVERTISING NEEDED, BUT THERE WERE DRAWBACKS

While the business was growing rapidly, the Forhan Company could see numerous advantages which would accrue if the Pyorrhea Preparation were to be nationally advertised to the consumer. For one thing, many persons threatened with pyorrhea do not go to a dentist until the disease is well established; these people might be reached by advertising and induced to do preventive work. Also, the dentist reads general magazines as well as his professional journals, and the consumer advertising would supplement the direct work done through circularization and dental magazines.

But just there is where the dif-

faculty came in. Dentists, like doctors, are very chary about prescribing advertised and proprietary remedies, and will never do so at all if the advertising does not meet with their approval. If the style of copy used by the Forhan Company happened not to be in line with "professional ethics," the existing distribution of the product might suffer seriously. The experiment, therefore, was one to be undertaken with bated breath—if at all.

The answer has been found in a campaign which is now just about to enter its third year, and which has been using 80- to 95-line copy, single column, in about half a dozen magazines, equally divided between the weekly and the monthly fields. Probably most readers of PRINTERS' INK are familiar with the campaign, the keynote of which has been the reiterated warning to the public: "Consult your dentist, if the condition of your teeth is such that preventive measures are not enough."

It is true that there is no especial novelty in the idea of this manufacturer. At least half a dozen other makers of tooth paste are using a similar slogan, their obvious purpose being to win the friendship of the dentist for them and their preparations. The idea is very much the same as that behind the Kodak campaign which says, "There's a photographer in your town." But there is a wide difference between the Forhan Company's use of the idea and that of manufacturers of dentifrices. The Pyorrhea Preparation is *not* a dentifrice, though used in the same manner. A den-

tifrice is not prescribed by a dentist to supplement his own professional services, and there is no reason why he should object to the advertising of the ordinary tooth paste, any more than he should to the exploitation of a toothbrush. But he might very easily object when an article which has heretofore never reached the patient except through his recommendation is taken very largely out of his hands and sold direct through consumer advertising; and especially if, in his sensitive


professional opinion, the advertising is in any way misleading, or likely to keep patients at home doctoring themselves when they need his care.

"After two years' experience, I have no hesitancy in saying that we solved our problem by *understatement*," says J. C. Kennedy, Jr., treasurer of the company. "We have most carefully avoided saying that the Pyorrhea Preparation actually cures the disease, which every dentist would know at once to be absurd. We have warned the public that inflamed or receding gums may indicate a serious condition requiring

professional attention; and thus we have actually increased the dentist's clientele. 'Consult your dentist' has been conspicuous in every advertisement—frequently being used as the headline."

How carefully this line of attack has been followed out, may be seen by quoting briefly from the copy as it is now appearing. A typical advertisement says:

"Four out of every five persons past forty eventually have pyorrhea. It is always best to con-



Relief for Sensitive Gums:

INFLAMED OR RECEDING GUMS gradually cause loosening of the teeth (known as Pyorrhea or Riggs' disease) and can usually be relieved promptly by the use of Forhan's Pyorrhea Preparation.

Four out of every five persons past 40 eventually have Pyorrhea. It is always best to CONSULT YOUR DENTIST, if the condition is such that preventive measures alone are not enough, because then the treatment is vitally necessary.

As a PREVENTIVE, however, Forhan's Pyorrhea Preparation is thoroughly efficient. Use it daily, like a dentifrice—very agreeable to the taste.

LARGE TUBE, 16 oz. (Illustrated). If your dentist hasn't heard of this name with the 'in' stamp, and we will send a trial tube (except for your family and friends).

FORHAN CO.
17 Elm St., New York

COPY IN GENERAL PUBLICATIONS
EMPHASIZED IMPORTANCE OF CONSULTING THE DENTIST TO RELIEVE
PYORRHEA

Bring Your Paper Problems to Headquarters

The preeminence of Birmingham & Seaman Co. rests on a solid foundation of unparalleled manufacturing facilities, complete stocks, proven dependability in times of stress, and a nation-wide organization of experts.

National advertisers, mail order houses, edition printers and publishers everywhere regard Birmingham & Seaman Co. as headquarters for anything in the line of paper.

You will find a Birmingham & Seaman Co. office in every large advertising center. These offices are there to help you in solving your paper problems. No matter whether it is a matter of 500 envelope stuffers or five million big catalogs you will receive the same courteous treatment. The success of this business has been built on the service idea.

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

New York - Chicago

St. Louis Minneapolis Buffalo Philadelphia Milwaukee Detroit

An Eight Million Dollar Campaign

Chicago retail merchants last year spent over \$8,000,000 for newspaper advertising in the seven local English newspapers—and they made every dollar of that count.

They *had* to.

The local merchant depends upon local newspaper advertising to produce most of his business, and if it doesn't produce he is apt to wind up in the bankruptcy court. Therefore the local merchant knows which newspapers produce the most results for him per dollar invested.

He *has* to.

Chicago merchants have known for years that THE DAILY NEWS produces more business for them per dollar invested than any other Chicago newspaper. Therefore, these merchants have for years bought more space in THE DAILY NEWS six days a week than they buy in any other Chicago newspaper in seven days.

The national advertiser would do well to follow the example of these local merchants.

The Chicago Daily News

Over 425,000 Daily.

"It Covers Chicago."

PRINTERS' INK

sult your dentist, if the condition is such that preventive measures alone are not enough, because then his treatment is vitally necessary.

"As a preventive, however, Forhan's Pyorrhea Preparation is thoroughly efficient. Use it daily, like a dentifrice—very agreeable to the taste."

The relation between Forhan's preparation and ordinary dentifrices is skilfully expressed in another advertisement as follows:

"And remember this: no matter how effective your present tooth paste is, Forhan's will do for your gums an added good peculiar to itself.

"If gum-shrinkage has already set in start using Forhan's and consult a dentist immediately for special treatment."

The careful regard for the feelings of the dentist indicated in the foregoing, is even to be found in the printed directions for use of the preparation, which presumably are intended for the eye of the user alone. One section of these directions says:

"Dr. R. J. Forhan, whose practice is restricted to the treatment of pyorrhea, originated the liquid preparation known to the dental profession as Forhan's Pyorrhea Astringent, which is used only by dentists, for the treatment of soft, inflamed conditions of the gums.

"It was desirable to give his patients a medium for receiving a daily benefit of the healing qualities of the Pyorrhea Astringent, hence Dr. Forhan finally introduced Forhan's Pyorrhea Preparation, which contains an efficient percentage of the liquid Astringent. It is not intended to replace the latter, nor to supersede in any way the regular treatment of the dentist, but it is of value as an auxiliary in the practitioner's regime, or as a preventive for those who wish to avoid pyorrhea, etc."

"So far as we can learn, our consumer-advertising, striking this note, has won the entire approval of the dental profession," says Mr. Kennedy. "As an evidence of that approval I might mention the fact that the sale of Forhan's

Astringent, sold to the dentist only, has for ~~some~~ ^{long} ~~ago~~ ^{been} ~~going~~ ^{increasing} ~~onward~~ ^{rapidly}. And naturally, with the new outlet for the Pyorrhea Preparation, sales of the latter have increased tremendously during the past two years."

The consumer-advertising has been accompanied by a campaign in the dental journals of the United States and Canada, and in one South American publication, designed to emphasize the company's recognition of the importance of the dentist's own

Pyorrhea Cannot Be Cured Without Your Instrumentation



Actual Size

THEN WHY USE ANYTHING MORE?

Because an antiseptic Astringent decreases the sensitiveness and hurries the healing of the lacerations made.

Is anything further necessary to its successful treatment?

YES.

Patient should clean mouth and teeth with a paste that will encourage healing of the gums.

Forhan's Pyorrhea Preparation (paste) may be prescribed through druggists, but the liquid—Forhan's Pyorrhea Astringent—is on sale through dental supply houses only, and is sold ONLY TO DENTISTS—not to the public.

FORHAN COMPANY, Inc.

200 Sixth Ave.

New York



Actual Size of Bottle

IN DENTISTS' PUBLICATIONS IT IS MADE PLAIN THAT THE "ASTRINGENT" IS SOLD TO DENTISTS ONLY

work. "Pyorrhea Cannot Be Cured Without Your Instrumentation" (use of instruments) is the headline of one piece of copy, which thinks in the dentist's own terms when it goes on to say:

"Then why use anything more?

"Because an antiseptic astringent decreases the sensitiveness and hurries the healing of the lacerations made.

"Is anything further necessary to its successful treatment?

"Yes.

"Patient should clean mouth and teeth with a paste that will encourage healing of the gums.

"Forhan's Pyorrhea Preparation (paste) may be prescribed through druggists, but the liquid—Forhan's Pporrhea Astringent—is on sale through dental supply houses solely, and is sold *only to dentists*—not to the public.

The fact that the products are the invention of a dentist specializing in diseases of the mouth has been of value in building goodwill among the members of the profession. The doctor has written a booklet giving in clear, condensed form, the necessary steps in working on a case of pyorrhea, and this was sent to every dentist in the country with a sample of the astringent. The members of the profession were also given a sample fifty-cent tube of the pyorrhea preparation.

No special effort was made in the beginning to force immediate national distribution. In a few Middle Western cities, the more responsible druggists were consigned a quarter of a dozen tubes of the preparation, and of these Mr. Kennedy estimates that two-thirds subsequently rendered an accounting for the goods. In the main, however, the company was content to work upon the dentist and let him requisition the goods from the druggist, who in turn forced the jobber to purchase. From the beginning, advertising was placed in the drug trade-journals. This was not expected to force distribution, but merely to familiarize the druggist with the name of the product so that when the dentist called for it he would not be entirely at sea in regard to it.

One of the interesting modifications brought about by the consumer-advertising is the change of the product's name. The Pyorrhea Preparation is in the future to be known simply as "Forhan's for the Gums," with the added line, "Use It as a Dentifrice." The company found that the word "pyorrhea" was hard for the public to pronounce, and confusing, and that few people understood what it meant. It is still used in the copy, of course, but is always carefully defined as meaning Riggs' disease, and with

a list of the symptoms added.

Two years' experience in national advertising has convinced the company that fifty cents is too high a price for maximum sales efficiency; and it is now putting out a thirty-cent tube as well.

The national campaign is based on an invitation that the public "write for sample," and in this connection a novel idea has been worked out. To weed out "sample-cranks" and children, ten cents is charged for the sample; and for this sum, five rather generous tubes are sent, in a cardboard box, all just alike.

"We reasoned that the recipient of our sample package will hardly use all five tubes himself," Mr. Kennedy explained. "He will probably use two or three, and then take advantage of the opportunity to appear generous at no expense, by giving away the rest to his friends. At any rate, we have found it to work out this way rather frequently. We stumbled upon this plan accidentally, the package of five sample tubes having been made up originally for the dentist, and used in an emergency to answer consumer inquiries; but we are so well pleased with the results that we intend to go on sending five samples to every inquirer."

To an advertising man, unquestionably the most interesting thing in the campaign is the clever way in which diplomacy was mingled with selling-sense in the copy employed—the diplomacy for the dentist reader, and the selling-sense for everybody else. A powerful factor in the maintenance of friendly relations with the profession has undoubtedly been the fact that one of the company's two products has remained in the hands of the dentists, for their exclusive use—a hostage, so to speak, guaranteeing the company's good faith in its handling of the other product. Or to vary the figure, Forhan's Astringent has been a sheet anchor holding firmly in the mind of the dentist the reputability and acceptability of Forhan goods, and thus maintaining his good-will for the other product.

5 Years vs 6 Months

We are not artists in juggling circulation figures, but here are the plain facts:

In 6 MONTHS
The Star's Circulation Increased **18,153**

In 5 YEARS
The Post-Dispatch Circulation Increased **13,347**

Excess of The Star's 6-Month
Gain Over the P.-D. 5-Year Gain **4,806**

The Post-Dispatch Government Statement just published, in comparison with the one published a year ago, shows that

The Post-Dispatch LOST 4,040

The St. Louis Star Government Statement just published, in comparison with the one published a year ago, shows that

The Star GAINED 22,246

The Star's Net Paid Average for March, 1917

100,524

82% St. Louis and Suburban

This is a GREATER Circulation in the St. Louis and Suburban territory, as defined by the Audit Bureau of Circulations, than the circulation in the same territory of the Globe-Democrat, the Republic or the Times.

THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING

STAR SQUARE

ST. LOUIS, MO.

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO

People's Gas Bldg.

PHILADELPHIA

Mutual Life Bldg.

NEW YORK

Fifth Ave Bldg.

"Redouble Efforts to Do Business" Urges President Ford

Chief of Saxon Motor Company Points Out How Advertisers, by Setting a Good Example of Optimism, Can Do Their Bit

THE probable effect of the war upon advertising was the topic discussed at the luncheon of the Advertising Club of New York on April 19th. Fully 250 members and guests were present.

Harry Ford, president of the Saxon Motor Company, of Detroit, one of the most aggressive of the younger business men of the automobile industry, made a stirring address, in which he set forth some of his ideas in regard to the advertising situation. He believed that all business men should be optimists, and especially those who have to do with advertising.

"Why shouldn't we be optimists," Mr. Ford inquired, "when we consider the results that are certain to follow the war? Are we to sit down and let things drift? Has the sun ceased shining, or have the chemicals in the soil to nourish growing vegetation failed? All the elemental forces that contribute to successful business are still with us. The government desires the business of the country to go on as usual. It is our duty to co-operate with it, as it will co-operate with us. The government is not going to commandeer all the manufacturing plants of the country. They are not all crazy in Washington. On the contrary, the men who are directing affairs are sane, earnest men who are doing their best to steer the ship of state safely through treacherous channels.

"What should be our attitude? Are people to quit wanting the things we have to sell because we are at war with an enemy 3,000 miles away? It is our duty to make conditions favorable for us. If we talk pessimism people will think pessimism; if we believe in and preach optimism they will become optimists. The cost of the war can only be paid out of the profits of business. If we slow down our efforts to market our

goods or to manufacture them we are crippling our resources—not increasing them.

"My first duty as a manufacturer is to keep my men at work so that they can have money to buy government bonds. We have already increased our advertising appropriation. The copy has been written, the schedules are now running, and I assure you that they are not going to be cancelled, whatever happens. We have 'enlisted for the war.' We will run our business, profit or no profit, just as long as we can, even though we lose money.

"Advertising men can help keep the public in the right frame of mind and prevent panic. Let us spread the idea 'Business as Usual.' Let us stop rumors that are harmful. Let us redouble our efforts to do business, but let us give the government at the same time every possible aid. We have got to make sacrifices, but let us make them cheerfully and not grudgingly. We have absolutely nothing to fear from the war, for right and justice are on our side."

George W. Hopkins, vice-president of the American Chiclé Company, told how the war had affected Canada.

"We have nothing to fear in the advertising field," he continued. "People take more stock in advertising than they did a few years ago. 'Bunk' is being cut out of the copy we are using to-day, and for that, if for no other reason, it has a better chance of being read and of producing the desired effect.

"Recently in our office we decided to use the back covers of as many magazines as we could. Usually it would not be possible to get many on the jump because they are snapped up quickly months in advance. Because of advertising 'slackers' we were able to secure quite a bunch of them."

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PRINTERS' INK

Reinforce your publicity
to the consumer with
our Popular Store plan,
and you will secure
results out of all
proportion to the cost
of your campaign.

Without obligation on your
part, may we explain our
plan to you in full detail?

The People's Popular Monthly

Guaranteed 750,000 net paid

Des Moines, Iowa

Member of Audit Bureau of Circulations





Is Your Storekeeper a Business Man?

Look out of your Window—
See if He Delivers
with a

VIM

VIM TRUCK COMPANY, CHICAGO

Checklist Model 3045
Clearance Model 3225
Complete F.O.B. Philadelphia

Creating Prestige for the User

WITH posters like this, directed to consumers—to people who do not buy trucks but buy merchandise which should be delivered by truck, it means prestige to the merchant every time his Vim motor vehicle goes through the streets.

Such advertising capitalizes to the full his up-to-date equipment and makes it desirable to operate this kind of a delivery car in preference to others.

The idea is valuable. The poster is ideal for carrying it out. Cannot a similar application be made equally well in your advertising?

Write us for estimates.

Poster Advertising Association, Inc.
1620 Steger Bldg.
CHICAGO



"No! No! don't persist

— in classing The Mother's Magazine as a small town publication. Of course its editorial appeal is universal and as important as motherhood; but its circulation is restricted to only the best neighborhoods which makes it exclusive. 55% of it is in towns of from five to one hundred thousand population.

Forms for the Baby Number close next week May 5



Entrance Examinations Suggested for Would-Be Store-Keepers

Would Society Be Served by a Law Which Would Sift Out Those Ignorant of Elements of Merchandising?

By Leonard Tingle

"MY son, you have one of the most remarkable cases of acute polypipinitus I have ever had the privilege of diagnosing. The only cure in your case can be effected by taking four eggs of the Dodo bird beaten in two quarts of pigeon's milk three times a day for six months." Thus speaks the M. D.

"Where shall I get them, Doc?"

"I'm sure I couldn't tell you, but it's the only combination that can possibly cure you."

The doctor diagnoses my case correctly, perhaps—he hits on a good remedy—and doesn't know where to get it. Meanwhile there is no alleviation of my polypip.

Something similar to this is the matter with the article "Manufacturers Should Band Together to Send Retailers to School" that appeared in the issue of April 5th of PRINTERS' INK. The writer reviews the symptoms, diagnoses the case correctly perhaps, writes out his prescription and leaves it to the rest of us to wonder where the Dodo bird's eggs and the pigeon's milk are coming from.

Perhaps this is being a little too harsh on a man who evidently has a big idea in his bonnet. No one listened to Columbus when he first gave voice to his idea, but he came across with it all right. And it may be that before we young men are too old longer to take an interest in affairs of retailers that a lot of the incompetents will have been weeded out and some sort of a remedy will have been found to cure those so common attacks of "dealer indifference"—a stimulant for the common ailment made up of symptoms of ignorance, prejudice and lack of foresight. But I wish, and I feel confident that a lot of other men are wishing with me, that the writer of that article had given us also a few ways of

compounding the remedy he prescribes.

It might be encouraging to him to learn that part of his idea has been put into practical use. The United Cycle Trades Directorate, formed the latter part of last year and composed of manufacturers of bicycles, parts and accessories, was appointed to boost the bicycle generally. Two representatives were chosen whose duty it would be to call on the trade, help organize bicycle clubs, races, dealer associations; in fact, to push the bicycle generally and to help bicycle dealers become better merchants. The idea is entirely feasible in lines so closely allied. It has been tried with a fair degree of success by individual concerns. It is rather a far cry to imagine manufacturers as a whole getting together and doing anything along this line.

TEAM WORK TO MAKE GOOD MERCHANTISERS

I take it, too, that the writer has some idea in mind of bringing together all manufacturers into some sort of an association and gradually by the process of elimination and education of weeding out the unfit and giving the really capable ones a chance to flourish and fatten on their efforts or to replace the incompetent with men of their own choosing. Perhaps the day will come when all retailers will instinctively recognize at first sight an article of merit, will be able to evolve on the spur of the moment a host of selling plans for it, and when there will no longer be "shelf warmers" to sap the profits of the merchant and to block the stream of re-orders to the distributor. It is a consummation devoutly to be wished.

There are one or two sugges-

tions that might be made along this line—perhaps as theoretical as those previously made, but at least a little more definite.

Let us consider a condition of affairs that obtains at the present time. In the Central Western States hardware merchants have a most powerful competitor in the mail-order house. But experience has proved that this competition, while undoubtedly very serious, can be met successfully by adopting the same tactics as the houses that sell exclusively by mail. The latter succeed because they are essentially good merchandisers, and the dealer who can tackle the problem on the same basis—from a merchandising point of view—generally has little difficulty in getting his share of the business.

But another and entirely different element of competition enters. A lot of the farmers in that portion of the country seem to think that the life of a merchant is greatly to be desired. Friend Farmer gets tired of his life of labor, sells his place and moves to town. Because in his work he has come in contact with tools and hardware more than with any other class of merchandise, he considers himself capable of conducting a hardware store. He buys a stock and starts in business on the basis that if he buys an article for \$1 and sells it for \$1.15 he has made fifteen cents' profit. Sooner or later he goes out of business, but there are two more ready to take his place. Meanwhile he has demoralized business for the other hardware dealers of the town and hurt the town's prosperity in general. What is the answer? Such competition is the hardest kind to meet—it cannot really be met. And the process of elimination doesn't eliminate.

Eventually laws must be enacted to prevent the entrance of the unfit into the realms of retailing. I am told that in one European country a man cannot open a store until he has first passed certain examinations that prove he knows something of accounting, that he understands the correct method of figuring costs, profits and over-

head expenses, and that he has a knowledge of the goods he is to sell, which has been gained by several years of actual experience.

There may be a long lapse of time to the day when such a happy condition of affairs can rule here. But it offers manufacturers one definite way in which they can "get together to send retailers to school." They can and should lend their influence to prevent incompetents becoming storekeepers. The plan could perhaps be carried out to best advantage at first by certain groups of manufacturers—hardware, clothing, dry goods, etc.—uniting their efforts at a later day. Certainly the subject is worth much thought and deliberation.

But what can be done to improve conditions at the present time? There are still many dealers in the field who are to a certain extent incompetent and who hamper themselves, the manufacturers of their product and the community in which they live. There are a great many men who at the present time are clerks, but who in time will save sufficient money to enter business for themselves. And a good proportion of them will not have the sound business knowledge that will make successful merchants of them.

SPECIALIZED COURSES IN RETAIL SELLING

One more suggestion along this line. Suppose the manufacturers in related lines of business could get together as separate units—say an association composed of hardware manufacturers, one of dry-goods manufacturers, another of toy manufacturers, and have prepared for them a course in retail selling written by leaders in their particular fields. Most of the principles would be fundamentally the same. But it is too much to hope that manufacturers in many lines could be induced to take up the work simultaneously so a lot of it would have to be duplicated. Suppose, however, that only one class would actually supply this course at first, which would be written by retailers for retailers. It should be provided in a low-

A Sound Platform

In the CHICAGO EVENING AMERICAN every advertiser pays the same price for similar space and service. One man's money is as good as another's, goes just as far and buys just as much.

It is immaterial whether the prospective advertiser calls on us or our representative calls on him; whether he writes us or we write him—the same price for the same advertising service in the CHICAGO EVENING AMERICAN will be the invariable and only result.

There are no snaps, deals, strings, concessions or back-

doors—every line of advertising printed in the CHICAGO EVENING AMERICAN is paid for at its regular advertising rates, which are precisely the same to all.

None of the advertiser's time or energy, therefore, need be wasted in vain endeavor to get something better than the best there is—all of his time and energy may safely be used to follow his own natural preference, to make his advertisement attractive and convincing, to make his message an integral part of **our** message; to follow the AMERICAN into the Home.

WHAT IT STANDS ON

**410,
576**

Was the Average Daily Circulation for March,
1917, of the CHICAGO EVENING AMERICAN.

CHICAGO AMERICAN





A DIRECTORY OF HIGHCLASS FIRMS ONLY

"PUNCH'S" Advertisers' Card Index means no less than that to its readers. Why? Simply because "PUNCH" has always recognised the futility of offering inferior goods to people who can recognise quality—and can afford to pay for it. If, then, your goods are admitted to "PUNCH'S" pages not only do they go before the people who are "worth while," but they have behind them the sales-influencing prestige their presence there implies.

The card index of possible advertisers used by most British publications averages in number from 5,000 to 10,000 names. "PUNCH'S" card index contains about 2,000 names only. Only the best class of advertisers are approached. If you get "PUNCH'S" promotion matter you are one of the "elect."

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Bouverie Street
London, E.C., England

priced binding in several volumes, together with problems, questionnaires, etc., conducted along the lines of correspondence-school courses. Then proprietors should be induced to share the cost with their employees or the clerks should be approached direct if this plan did not prove feasible. The course should be sold at actual cost. Quite an organization would be necessary to handle the detail incident to a work of this nature, but a well-organized manufacturers' association ought to be able to put it across. If such a thing could be done the rising generation of embryo merchants would make a much better class of retailers than those which enter the field at the present time. And better retailers will mean bigger profits for the manufacturers who are foresighted enough to look beyond the immediate present.

The gauntlet was thrown down some weeks ago. It is up to some of our manufacturers to take it up and either show us why it cannot be done or else go ahead and do it.

"Blue Sky" Indictments At Cleveland

Grand Jury indictments were returned in Cleveland recently against W. Baer Ewing, of the Ford Tractor Company; Henry Hoffman, Hoffman Oil & Refining Company, and Thomas M. Milam, Amalgamated Oil Company, charging violations of the Ohio "Blue Sky" law, for advertising securities for sale in that state without obtaining a license.

The National Vigilance Committee of the A. A. C. of W. has called the indictments to the attention of the banking departments of the several states having such legislation, giving them specific information as to the form of indictment used.

Whether the defendants can be taken to Ohio for trial is still a mooted question, but the officials, working with Richard H. Lee, special counsel of the A. A. C. of W., are attempting to determine it, and if it is legally possible, they will be required to stand trial.

To Help Market Dairy Apparatus

Arthur G. Smith, formerly publicity manager of *Wallaces' Farmer*, has become advertising manager of the Creamery Package Manufacturing Company, Chicago, maker of dairy apparatus and supplies.

The Keynote of Association Men's Strength

Association Men, the official publication of the Greatest Men's Club in the world, attains and holds its distinctive position because of its authoritative articles on current religious and social problems.

Men who are molders of world-wide policies and business are deeply interested in the excellent work constantly carried on by the Y. M. C. A.

This is true to such an extent that in every issue of Association Men will be found men of such calibre as contributors giving the benefits of their experience and knowledge to our subscribers.

Among other contributors in the May issue are the names of the following world-famous men,

SIR HORACE PLUNKETT, Ireland.

SIR WILLIAM HEARST, Prime Minister and Minister of Agriculture for Canada.

PRESIDENT K. L. BUTTERFIELD, Massachusetts Agricultural College.

B. L. HARRIS, Agricultural Commission, American Bankers' Association.

GEORGE W. STEVENS, President Chesapeake & Ohio Railroad.

PROF. G. WALTER FISKE, Oberlin College.

GIFFORD PINCHOTT.

Advertisers—this knowledge should be of immense value if you are selling to a man's market. Association Men is edited with the sincere purpose of helping men better themselves. Its subscribers are serious, clear-headed thinkers, believers in advertised products, and are guided by the advertising pages of Association Men.



124 E. 28th St., New York City

F. A. Wilson-Lawrenson.....Business Manager
A. P. Opdyke.....Advertising Manager

Creel Expects to "Clear" Any Government Advertising Done

The Exact Definition of His Powers Is Yet in Doubt

Special Washington Correspondence

AMBITIOUS, to say the least, are the plans of George Creel, Uncle Sam's newly-appointed press censor and publicity promoter. Mr. Creel's title of Chairman of the lately formed Committee on Public Information seemingly does not imply the responsibilities of a Director of Advertising for the Government, and yet Mr. Creel foresees himself serving in precisely that capacity if his plans and policies are interpreted aright by a representative of **PRINTERS' INK** who called upon him a few days ago.

The **PRINTERS' INK** man found Mr. Creel making the best of cramped and inadequate quarters in the library of the Navy Department at Washington, and disinclined to attempt any forecast of his plan of campaign until settled for work in a more favorable environment. Not only is the organization of the new Federal bureau of censorship and publicity incomplete, but formulation of policy waits upon action by Congress on some of the legislation under which the new censorship institution will operate—for example, the much-discussed espionage bill.

With the exact definition of his powers yet in doubt Mr. Creel is disinclined at this time to indicate just where he proposes to draw the line between advertising and publicity, and how much of the Government's task he will assign to each of these forces. He made it clear, however, that it is his expectation that whatever advertising is done by Uncle Sam, incident to the war, will pass through his bureau. It was indeed in this connection that Chairman Creel hinted at operations of a scope wholly beyond the expectations of most advertisers, publishers and others who have followed closely the moves on the part of the Government culmina-

ting in the establishment of this new bureau.

It has been a foregone conclusion, from the day the United States entered the war, that some official agency of press censorship would supplant the more or less unsatisfactory voluntary censorship inaugurated when relations with Germany were broken off. It was the supposition in publishing circles that the new bureau would be primarily if not exclusively a censorial proposition, and no little surprise was occasioned when the letter of recommendation transmitted to the President under the joint signatures of Secretary Lansing, Secretary Baker and Secretary Daniels advocated an institution that while maintaining censorship would undertake a campaign of publicity on the part of the Government.

POSSIBLE SCOPE OF THE WORK OF MR. CREEL

Taken by surprise, as they were by the prominence given to the publicity functions of the new bureau, most advertisers and publishers have had no other thought than that the Committee on Public Information made up of the three secretaries above mentioned and the civilian chairman would confine its activities and jurisdiction to the three executive branches of the Government most conspicuously identified with the conduct of the war. Now comes Chairman Creel, however, and tells **PRINTERS' INK** that as he figures his job it gives him control not merely of publicity and advertising for the State, War and Navy Departments, but for the entire Governmental organization and all its branches.

When the **PRINTERS' INK** representative, fearing that he must have misunderstood the new publicity chief, asked if he construed his responsibilities to include the supplanting, for instance,

When Others Doubted

we saw an opportunity to offer a color printing service far in advance of all others.

So, at a cost of hundreds of thousands of dollars, we installed a battery of Cottrell Multicolor presses, a patented method of "permanent make-ready," and spent four years training efficient men in their use.

Now we are ready. Users of large color editions are assured of a better and more uniform quality, perfect register throughout the entire edition, a quicker delivery, less paper waste, and at no greater cost if the edition is large.

This is a big promise but we are fulfilling it every day for a number of big magazines and catalogue houses.

Let us show you the advantage and economy of this Multicolor Service in connection with your own needs. We are the only printers offering it to all.

The PERIODICAL PRESS, Inc.

Pioneer Multicolor and Rotary Printers

76 Lafayette Street

New York City



The Birmingham Ledger

Stands boldly on a declaration of principles that not so many years ago meant a sacrifice of revenues and created opposition that required courage and faith to combat.

THE BIRMINGHAM LEDGER is winning—winning strong—as a clean, wholesome, fearless, community-serving newspaper.

Because it is that kind of a newspaper, the people in 33,000 homes in Birmingham, Ala., and vicinity look upon its clean, candid columns with respect and confidence.

Many of them naturally see no other daily newspaper. These people are the "good customer" kind. Are you getting your business story before them?

**THE BIRMINGHAM
LEDGER
BIRMINGHAM, ALA.**

THE JOHN BUDD COMPANY
Advertising Representatives

Burrell Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

of the extensive Office of Information which has been maintained for years past by the Department of Agriculture, Mr. Creel stated that it was not his idea that the new institution would supplant such established institutions, but that it would have supervision over the whole field. "We must give direction," he said, "to all the information emanating from Governmental sources."

Advertising is evidently an afterthought with Mr. Creel. He said, for example, with respect to Army recruiting that if the President has his way about compulsory military service "there will be no need for advertising." If the President does not have his way or if it should develop that in this or any other sphere, advertising is essential Mr. Creel expects to handle it, but he has formulated no plans in this direction. Most of the men who have thus far been appointed to assist Mr. Creel are known as newspaper writers, and have had no advertising experience, whereas such limited advertising as the War and Navy Departments have done in the past, having, for the most part, been placed through agencies, there is no person on the regular staff of either department who manifestly qualifies for advertising execution.

Another Big Wrigley Sign

The Wm. B. Wrigley, Jr., Co. has just added another big electric sign to those which it maintains throughout the country. This new one is said to be the largest electric sign in the world and is located in New York, extending the entire length of the block between 43d and 44th streets, on the west side of Broadway. The word "Wrigley" in the sign is five and one-half feet high and 50 feet long, and the Wrigley spearmen, three on each side, are 15 feet high. Approximately 15,000 electric lights, showing eight different colors, are required for the sign.

With Wright-Martin Aircraft Company

N. Lambert Ridderhof, who has been connected with the advertising department of the Western Electric Company, New York, has gone with the Wright-Martin Aircraft Corporation, also of New York.

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Business Press Favors Universal Training

The most successful dinner given by the New York Business Publishers' Association this season, in point of attendance, took place at the Automobile Club Monday evening. More than 230 members and guests were present. H. E. Cleland, president of the organization, was the toast-master. The speakers were Willard D. Straight, of the Mayor's Defense Committee; Col. Charles E. Sherrill, former minister to the Argentine Republic, and Glen Frank, of William Filene's Sons Co., Boston. Colonel Sherrill made a short, witty address in which he paid a high tribute to the trade press for the assistance it has rendered in the great preparedness parades of last year. With the consent of the association he sent, last night, a telegram to Senators Wadsworth and Calder and Representative Kent, declaring that the publishers favor "universal military service in war." Mr. Frank made a scholarly and keenly critical analysis of America's attitude in the war. At the close of the evening a resolution was adopted pledging the co-operation of the association with all branches of the government and through its editorial conference its assistance in securing the co-operation of the subscribers of the papers represented.

Cleveland Office Opened by Chicago Agency


Under the management of James P. Hunting, formerly of the Singleton-Hunting Company, of Cleveland, offices have been opened in that city by the MacAvoy Advertising Company, of Chicago. New accounts which will be served from this office are Marble Accessory Manufacturing Company, of Cleveland; the General Asbestos & Rubber Company, of Charleston, S. C., and the Fedder Radiator Company, of Buffalo.


To Promote Advertising in Slavonic Papers

The All-Slavonic American Advertising Association, Inc., has been organized in New York to act as a clearing house of advertising for Slavonic newspapers in the United States, said to approximate 500 in number. H. D. Abbott has been appointed general manager in charge of all promotion work.

Directs Schulze Baking Advertising

William Evans, of the advertising department of the Schulze Baking Company, Chicago, has succeeded Joseph M. Kraus as advertising manager. It is stated that Mr. Kraus will engage in the agency business.






WHAT you know about your business plus our organized facilities for planning and producing salesmanship in print can be molded together into a complete unit that will produce irresistible printed advertising.

We are seeking printing orders, of course, but we are seeking more to become associated with progressive manufacturers as directors of their printed advertising literature.

We take pride in the fact that our mechanical equipment is second to none in quality, but we take more pride in the fact that we are a creative organization of advertising men who direct the mechanical features of printed advertising to produce real profits for our clients.

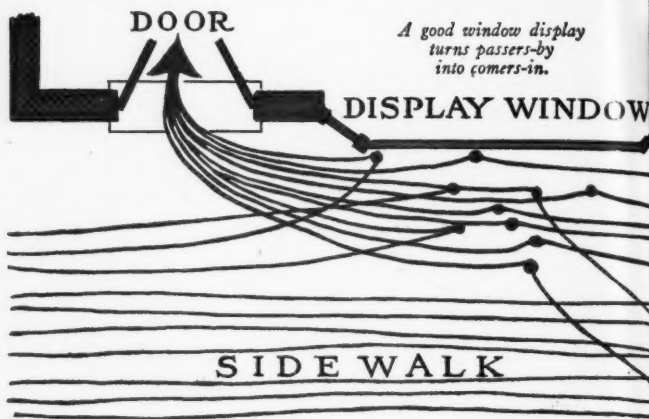
We want to work with you as well as for you.

ARROW PRESS INC.
"Salesmanship in Print"
 Direct Advertising Literature
 Catalogs Booklets Folders
 House Organs
 320 W. 39th St., New York
 Telephones: Greeley 329, 330, 331



PRINTER'S INK

Make Your Dealer's



Graphic example of original setting, unusual presentation, and pictorial coloring.

's Window Pay His Rent

HUNDREDS of windows are considered as valuable for Advertising Display as a Magazine Page.

Good Advertising Copy for these windows is just as important an investment as good copy for magazine pages.

One of our specializations is Window Display, executed for *modern requirements*.

These requirements demand material of such quick sight-catching power that "he who runs" will stop to read, and who so reads will enter the store with such interest that any alert clerk should effect a sale.

To pass our Idea Censors, a Window Display must have power to flash its attraction wide-spread. It must be able to snap up a stray glance; intensify attention; carry solid conviction, and stimulate purpose to buy.

We conceive and execute Window Displays to serve three ends:

To definitely localize the effect of your general advertising by spotting your dealers:

To constitute a combined advertisement and selling force for you:

To turn passers-by into comers-in and induce Dealers to give them right of way and preferred position in their windows—just where most of his prospects will see them and know your story.

This service perfects the soundest co-operation between Manufacturer and Dealer; Clerk and Buyer.

Let us apply it to your Article, your Dealers and your ultimate Consumers. We will do so at your request.

American Lithographic Company
Creators of Colorgraphic Advertising

Reg. U. S. Pat. Off.

4th Ave. and 19th St., New York City
OFFICES IN PRINCIPAL CITIES



6,000,000
Weekly Circulation
Guaranteed

Class

What class of people in your neighborhood pay 10c to 25c to see the movies?

There are no nickel shows in our list of one thousand theatres—only the best in each locality.

Our audiences are composed of the great middle class—the buying class—the class that is most responsive to good advertising.

They are the backbone—the bread and butter—of every business depending on wide distribution.

Look them over yourself at the theatre round the corner.

Imagine your product being shown in actual use on the screen. Then picture one thousand such audiences.

That is the sort of circulation we offer you.

Your product in actual use shown in miniature photoplays to six million people.

SCREEN ADVERTISING, INC.

General Offices and Studio
WASHINGTON, D. C.



Russian Posters Strong in Pictorial Treatment

Their Aim Was to Arouse the Peasantry to Support the Romanoffs

ANOTHER collection of war posters used by a foreign government is about to go on tour in this country. It embraces some seventy-seven specimens of Russian posters, the property of Mrs. Charles Andrews Carver, who collected them during a residence in Petrograd taken up about the time the war started. Most of them are now out of print, for obvious reasons. Practically all were published and posted by the quondam Imperial Russian Government, and many are hardly applicable to the war proper, being apparently designed to impress upon the deeply religious but uneducated elements of the populace the theory of the divine origin of the rule of the Romanoffs.

These posters were exhibited for the first time in this country at a benefit for Russian refugees held recently at the Hotel Plaza in New York City, at the instance of Mrs. Carver. She has had requests from Canada to exhibit them in Montreal and Toronto, and on their return to this country they will be shown for charitable purposes all over the United States. It is the plan to use the proceeds from these entertainments to bring Russian orphans to this country and educate them along various lines, agricultural, industrial, etc., with an eye to sending them back home to become, themselves, educators.

The distinction between these Russian posters and the Canadian examples which were discussed last week in **PRINTERS' INK** is that none of the former were used expressly for recruiting fighting units. In Russia enlistment was secured (formerly) by Imperial ukase. Many of the exhibits were issued by the Minister of Finance, or of the Interior, to float various general and particular loans, as for munitions, etc. Some of them have little or no text, inasmuch as the mass of the populace cannot read.

Of the most truly postery is one issued by the Minister of Finance to float a bond issue for the manufacture of munitions. It is interesting in that it shows the munitions plant on Litany street in Petrograd, with flaming orange windows—a motor truck at the door piled high with shells. Flanking the picture on the left is a huge gray replica of a shell. This plant figured largely in the early



"WHO WOULD LET THEM PASS?" IS THE FITTING TITLE OF THE POSTER

news of the revolution, as it was one of the first of the public buildings to be taken over by the revolutionary forces.

Another shows a pretty piece of symbolism. It is a large poster of a mounted Cossack, evidently uttering a cry, with right hand to his mouth. In the background appear the brown tents of a military camp. "The Neva is rising!" is the call. Every spring, when the snows begin to melt, the Neva River floods its banks, and many

peasants are drowned. As the floods advance, their approach is heralded by the boom of cannons, and horsemen are sent ahead to warn the population of their coming. The idea of this poster is to furnish funds to help stem the Prussian flood.

More funds to hold back the Teuton are asked for in a powerful poster whose dominating center is a Russian officer advancing full-figure right at you out of the sheet, sabre upraised and pistol in hand. At his foot is a German helmet, while behind him follow, through the barbed-wire entanglements, fierce-eyed peasant sol-

point, antiquated railroad flat and box-cars of the country.

Another poster, for Red Cross funds, shows a diminutive nurse leading a burly convalescent soldier.

As an example of true poster work is a brown pastel of two soldiers, wounded and utterly exhausted, squatting and supporting each other in a waste of snow. This advertises a charity entertainment for the benefit of the soldiers arranged by artists and is about the only example of a poster for a purely non-civil function.

An apparently irrelevant piece of publicity shows a fleet of Viking boats proceeding up a stream, or fjord, flanked by wooded crags. This is, however, an appeal to the patriots of Siberia, and pictures the commanding figure of Germack, the conqueror of Siberia, standing in one of the boats with a trumpet at his lips.

A real poster, again, shows the double-headed Russian eagle, black, in the sky, clawing the day-lights out of the Prussian bird of the same breed, also black, but capably less gifted. High above in a cloud halo appears the crown of the Greek Church, symbolizing the Czar's position as head of the national church.

Some comment is due a type of poster which is of historical value inasmuch as the revolutionary leaders have had them torn down and destroyed wherever found, and the plates smashed. These are prints, not properly to be called posters, aimed to impress the ignorant of the population with the conviction that the Romanoffs ruled by divine choice.

One of the most characteristic shows a pyramid of steps enveloped in a sort of canopy. Towards the bottom sits in state the Czar, while at his right hand stands the little Czarevitch. About this group, leading gradually upward, stand the several ruling ancestors, with their consorts and the royal families, leading back to a scene of the crowning of the original Romanoff. About the foot of the throne are grouped subjects, an interesting portrait study of the vast horde of Slavic

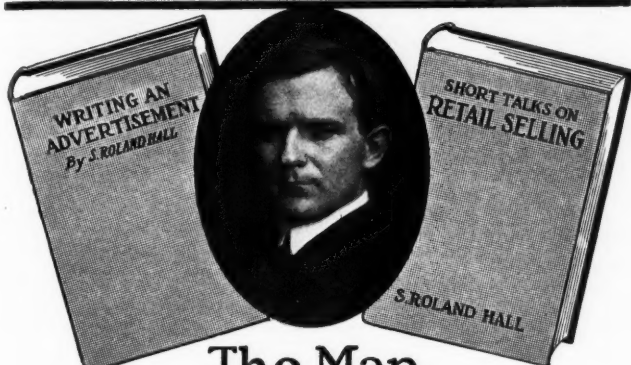


POSTER TO GATHER FUNDS FOR WIDOWS AND ORPHANS

diery This appeal is headed, "Who would let them pass?"

A very pretty poster—strong, too—is one announcing a fund for destitute war widows and orphans. It is in flat grays and shows a peasant woman standing with head bowed, while in back of her, in a terrace-like arrangement, is the Kremlin. This is a touch of sentiment, as the Kremlin typifies the old Russia.

There are more munition loan posters, showing ammunition and guns on the way to the front in the squat and, from our stand-



The Man and His Books

The appointment of S. Roland Hall as advertising manager of the Victor Talking Machine Co., one of the world's most aggressive advertisers, makes reference to his business books timely.

Mr. Hall entered the advertising field nineteen years ago as office man in the New York advertising office of four large newspapers. He was a tireless student, having become an expert stenographer through spare-hour study. His daily work and his study of law, journalism, English, and his constant writing and selling experiences led him along rapidly. Employed, after three years of newspaper experience, by the International Correspondence Schools as an expert correspondent and prospectus-writer, he later became head of the School of Advertising and organized the I. C. S. Schools of Advertising and Salesmanship, also the I. C. S. Fieldmen's Instruction Department—being editor and joint-author of the Advertising and Salesmanship Courses. He began lecturing and served on the Educational Committee of the Associated Advertising Clubs.

Mr. Hall goes to Victor Talking Machine Co. after four years with Alpha Portland Cement Co. He is well known by his articles in **PRINTERS' INK**, **SYSTEM**, **ADVERTISING & SELLING**, **INLAND PRINTER**, **BUSINESS EDUCATOR**, **AMERICAN PRINTER**, **COUNTRY GENTLEMAN**, etc. His writings are marked by their clearness and their human-interest appeal. The Hall series of practical business treatises are among the best known works of their class.

Short Talks on Retail Selling.—The author's study of retail selling work led him to propose to department and dry-goods stores a system of monthly tracts for the stimulation of salespeople. This plan was so successful that the best of the talks and more special matter of the same kind have been made into a handy volume. The Philadelphia Public Ledger says: "It covers the field of selling almost thoroughly and contains a mass of useful information for ambitious students of the art of selling. The happy style of the text, interpolated with many anecdotes adds much to the pleasure of the reading. 'Directed point-blank at the store employee and will doubtless score a bull's eye.'—*Dry Goods Economist*. 'Every merchant would find it profitable to place a copy in the hands of every salesman in his employ.'—*Buffalo News*."

Many national advertisers have purchased this 170-page book for use in their work on retailers and retail salespeople, and several have purchased large quantities for their traveling men to present to ambitious clerks. The publishers, Funk & Wagnalls Co., make special prices on such orders. Single copies, cloth-bound, 85 cents postpaid.

How to Get a Position and How to Keep It.—A handy manual for the position-hunter or the man who wants to earn a better job. Twenty special chapters, including one for advertising men and salesmen. "Practical common-sense treatment."—*New York Times*. "You have certainly put a lot in a little volume."—*Edward Bok*. Price, 55 cents postpaid. Funk & Wagnalls Co.

Houghton Mifflin Co., 4 Park St., Boston, Mass., or Funk & Wagnalls Co., 354 Fourth Ave., N. Y.

I enclose

for which send me:

"Writing an Advertisement"

"Short Talks on Retail Selling"

Name

Address

When will this war end?

That is a problem too difficult for me to attempt to solve, but I am fully convinced that you folks who want to get in on the ground floor should

Be Prepared

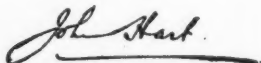
to act immediately normal freights permit.

The British Empire will need lots of things you ought to supply, and

London Opinion

can help you to find the market. I don't know *all* about it, but I am in a position to find out.

Better write me to-day.



Advertisement Manager,

LONDON OPINION
67 & 68 Chandos St., London, W. C.

Hello, our little house organ comes monthly on request.

elements and types that go to make up the Russian peoples. The dominating color note is a cardinal red, while the whole picture is interlaced with scrolls in light blue and gold. There are other pictures such as this, and in explaining them, one acquainted with Russian conditions remarked that religious superstition was thus subtly capitalized by the powers that were to keep the populace "sold," if you will, on the idea that the Czar was, in fact, the "little father." Many of these "posters" have no wording on them, the pictorial method exerting a powerful and symbolical appeal where words could not be read.

According to the writer's informant, there are few or no billboards in Russia as we know them, but these posters are fastened to sides of buildings, fences and trees.

Winsten With Schuylkill Silk Mills

H. J. Winsten, who became sales and advertising manager of the Niagara Silk Mills, North Tonawanda, N. Y., last Fall, has taken a similar position with the Schuylkill Silk Mills, Reading, Pa. He had previously been advertising manager of the Chicago-Kenosha Hosiery Company.

Last month the purchase of the Niagara Silk Mills by E. & Z. Van Raalte was announced.

New Motor Company Appoints Agency

The advertising of the Duesenberg Motors Corporation, New York, has been placed in the hands of the Campbell Ewald Company, Detroit. The Duesenberg Corporation is a newly formed company, making aeroplane, automobile and marine motors. A campaign has been started in the trade papers of each of these fields. In July advertising is scheduled to begin in a list of class publications.

Burdick Leaves Glidden

Harry C. Burdick, advertising manager of the Glidden Varnish Company, Cleveland, maker of Jap-a-Lac, has resigned to become advertising manager of the Service Motor Supply Company, Chicago, wholesale distributors of automobile supplies and accessories. He was formerly assistant advertising manager of the American Multigraph Sales Company, Cleveland, and before that with Yawman & Erbe, Rochester, N. Y.

Six-Point League Declares Against Hysteria

The Six-Point League of New York, the membership of which is composed of men representing newspapers throughout the United States who devote their entire time to selling advertising space, at a meeting held on April 20 discussed war conditions as affecting business. The one thing upon which all present agreed was that the present is an opportune time for the beginning of an active campaign against hysteria in whatever form it may arise. As a result of the discussion the following resolutions were adopted:

"In looking at conditions as they exist to-day, in the countries of our Allies, we are given a feeling of optimism—business is good, both in Canada and England—money that was hidden away is now invested in Government bonds and is working. There is work at good wages for everyone, both men and women, and work particularly suited to the individual, whether old or young, and all are imbued with a spirit of optimism, and with the fact of their doing their bit.

"The \$7,000,000,000 of U. S. bonds will bring out of hiding places and liberate that tremendous amount for business purposes, making money more plentiful than it has been for a decade, and those manufacturers supplying the needs of the people must necessarily profit if they pursue their ordinary policies.

"It is the spirit of this organization that all should work together, toward keeping everything at its present high stage of optimism and enthusiasm; and realizing the great power of the press, and the fact that our interests are mutual—whether manufacturer, laborer or publisher—we do hereby resolve to petition the publishers of America, assembled in the Convention of the A. N. P. A., to use their editorial and news columns for the patriotic purpose of publishing whatever, in their minds, will tend to counteract any senseless hysterical economies which might arise and bring on panic conditions in this country, destroying prosperity.

"It is further resolved that a copy of this resolution be sent the President and Secretary of the A. N. P. A., in convention assembled, at the Waldorf-Astoria Hotel, and that copies be sent to the trade press."

"Printers' Ink" Statute Pending in Michigan

A bill to prevent fraudulent advertising has passed the House of Representatives in the Michigan Legislature and is now under consideration in the Senate. The bill is substantially the PRINTERS' INK Model Statute, with slight verbal changes, and with the addition of a provision exempting publishers who insert misleading advertising without knowledge of its deceptive character. It apparently has a good chance of enactment, and will remove the objectionable feature of the present Michigan law on this subject—the word "knowingly."



Cultivating Corn with a Tractor—
The Hot Sun and Flies do not
Hinder This "Animal."

Editorial Service

POWER FARMING'S editors are doing a real service in educating the progressive farmer to live, to farm, and to buy intelligently. Their training has equipped them to do this work, and to do it well.

RAYMOND OLNEY

Farmer—Power Farming Expert—Editor

Actual work on a New York farm; years of study in agricultural colleges; house-organ work with an implement concern; and editorial training with a farm paper have prepared Raymond Olney for his position as a POWER FARMING editor.

He has studied the advanced farmer and his methods. He knows mechanical farm power. He has solved hundreds of power-farming problems for readers.

Readers look to POWER FARMING'S advertising columns for buying advice just as they look to Raymond Olney's articles for farming information. 29% of them read no other farm paper.

Send for our booklet telling about this above-the-average market, and how to reach it.

Not the Largest Farm Market
—but the Richest

POWER FARMING, St. Joseph, Michigan.

NEW YORK
Bernhill & Heming
23 E. 26th St.
Mad. Sq. 5064

CHICAGO
Jas. A. Buchanan
Marquette Bldg.
Randolph 5527

Member A. B. C.

POWER FARMING

Magazine
FARMING
MECHANICAL POWER

Tacoma's Big Newspapers

The Tacoma Daily News
The Sunday News-Ledger
The Tacoma Daily Ledger

Advertisers require in newspaper circulation, character, volume and proper distribution. Unless these requisites are nicely balanced, there is waste.

There Is No Waste in the Circulations of The News and The Ledger. Worthless circulation is tabooed. There is no attempt to inflate circulation through incomplete bulldog editions scattered broadcast. Ledger and News circulation is conducted along strict business lines.

Every Reader Means a Live One for the Advertiser. Quality Comes Ahead of Mere Quantity. This Is Why

The Ledger and The News

are supreme in Tacoma and Always Will Be.

VERREE & CONKLIN, Inc.

Special Eastern Representatives

New York.....225 Fifth Avenue
 Chicago.....28 E. Jackson Boulevard
 Detroit.....11 Lafayette Boulevard

Change Proposed in New York Flag Advertising Law

An amendment to the law against the use of the United States flag for advertising purposes has been introduced in the New York Legislature which would permit its use on various articles of merchandise when not connected with any advertisement. It is proposed to insert after subdivision 16 of section 1425 of the Penal Law the words: "This sub-division (16) shall not apply to any act permitted by the statutes of the United States of America, or by the United States Army or Navy regulations, nor shall it be construed to apply to a newspaper, periodical, book, pamphlet, circular, certificate, diploma, warrant, or commission of appointment to office, ornamental picture, article of jewelry, or stationery for use in correspondence, on any of which shall be printed, painted, or placed said flag, standard, color, shield or ensign disconnected from any advertisement." The shield of the State of New York would be protected equally with the flag.

Similar provisions appear in the flag laws of a number of the States, and the proposed change has the endorsement of jewelers' organizations of New York. The drastic provisions of the present law, which forbid placing a flag on any article of merchandise, are felt to be a discouragement rather than an incentive to patriotism.

Liquor Advertising Forbidden in Iowa

Iowa has joined the ranks of those prohibition States which forbid even the advertising of liquor. Senate Bill No. 7, Laws of 1917, recently approved by the governor, makes it a misdemeanor to advertise in any manner by signs, circulars, newspapers, magazines or otherwise any liquor whatever, or to publish or circulate any periodical, circular or other written or printed matter, or permit any sign on one's premises, containing a liquor advertisement. Buildings, etc., used in producing, exhibiting or keeping for distribution any such advertisements or any periodicals containing them, are declared to be public nuisances, subject to injunction and abatement.

Thus another State is added to the list of those into which liquor advertisements, or publications containing them, may not be mailed after the Reed Amendment to the Post Office Appropriation Bill, passed by the last Congress, goes into effect on July 1, 1917.

St. Louis Ad Club Aids Enlistments

The Advertising Club of St. Louis, at its meeting on April 17, unanimously adopted a resolution urging all members of the club to encourage local Army and Navy enlistments through their advertising in the newspapers and through posters on the wagons of their firms.

Selecting Your Printer

When you need a man for a position of responsibility do you insist that his qualifications be set forth on a specification blank? Do you instruct the purchasing department to employ only the lowest bidder? Under these restrictions would you be holding your present position today? What class of service could you get by this method?

Then why hire your printer on such a basis?

You expect the more expert to charge more for their service, and present day printing is very close to a profession. Why not consider QUALITY and SERVICE in relation to price with such an important proposition.

Telephone 3210 Greeley

Charles Francis Press

PRINTING CRAFTS BUILDING

EIGHTH AVENUE
33d to 34th Streets

NEW YORK

Philadelphia

"The Birthplace of the Nation"

"The City of Homes"

"The World's Workshop"

"The Third City of America"

is also the home of the
daily newspaper with the

Largest 2c circulation
in America

The Bulletin

According to the City Statistician
Philadelphia has 375,000 homes.

The net paid daily average circulation of
The Bulletin for March was

363,965 copies
a day.

*"a copy for nearly every
Philadelphia home"*

Advertisers find that by concentrating
their advertising in The Bulletin, they can at
one cost cover Philadelphia.

The circulation figures of The Bulletin are net; all
damaged, free and unsold copies have been omitted.

William L. McLean, Publisher.

Stock Exchange Members' Co-operative Campaign Short-Lived

New York Exchange's Conduct Committee "Disapproves" Initial Effort

A GROUP of six New York Stock Exchange houses started last week a co-operative advertising campaign featuring their individual services in allowing small investors to purchase standard securities on the partial-payment, or instalment plan. This campaign was short-lived. Almost immediately the Committee on Business Conduct of the Exchange let the several firms know by letter that it disapproved the advertisement.

Thus ended a campaign that might have marked a precedent in the annals of the notoriously conservative Stock Exchange. Co-operative advertising has been done by combinations of large Wall street houses, but such publicity has usually been undertaken purely as a matter of record, as, for example, the copy that featured those firms underwriting the big allied loans. Individual firms have advertised their facilities for selling to small investors on the partial-payment plan. It was something of a radical step, however, for these members of an ultra-conservative institution to group together for utilizing that most modern of business forces—advertising.

The first piece of copy was headed, in bold face, "Partial-Payment Progress." In it these firms stated their position as follows:

We offer these facilities:

(1) With the conviction that our efforts are of economic benefit to the country as a whole. The savings of the people are brought to the investment markets at

once, without the usual incidental but unconscious hoarding, and with the elimination of the usual extravagant spending.

(2) In the belief that the plan is beneficial to the individuals who adopt it. Your savings work for you all the time. You don't have to wait until you have saved a big sum. *You invest as you go.*

(3) With the knowledge that the Partial Payment Plan is beneficial to us as your agents. It tends to make successful, permanent clients—a broker's best asset.

The campaign was started as a feeler or scout. It aimed to secure inquiries for a joint booklet of information, and to the prospect alone was left the choice of which firm he might address. It was planned to extend it to national mediums, depending on the results accruing to individual members from the preliminary campaign.

While the exact reason or rea-

Partial Payment Progress

The undersigned, members of the New York Stock Exchange, offer clients the opportunity to acquire high grade investment stocks and bonds by means of the Partial Payment Plan.

Purchases are paid for through reasonable initial deposits and succeeding monthly installments.

The opportunity to invest is thus opened to practically every earner in the country.

We offer these facilities:

1. With the conviction that our efforts are of economic benefit to the country as a whole. The savings of the people are brought to the investment markets at once, without the usual incidental but unconscious hoarding and with the elimination of the usual extravagant spending.
2. In the belief that the plan is beneficial to the individuals who adopt it. Your savings work for you all the time. You don't have to wait until you have saved a big sum. *You invest as you go.*
3. With the knowledge that the Partial Payment Plan is beneficial to us as your agents. It tends to make successful, permanent clients—a broker's best asset.

The Partial Payment Plan is popular because it is based on the right ideas. Do you know what it is? What its terms are? What it will permit you to do?

The undersigned are ready to give you full information. Write to any of the following firms for Booklet 1000.

John Muir & Co.
61 Broadway

Hartshorne & Picabia
7 Wall Street

McClave & Co.
67 Exchange Place

Shelden, Morgan & Co.
42 Broadway

E. Bunge & Co. Wright, Slade and Harnickel
44 Broad St. 71 Broadway

New York City

THE ADVERTISEMENT WHICH THE COMMITTEE FROWNED UPON

sons for the committee's disapproval of the campaign are not known positively, it is quite possible that some part of it centered around the headline, as coming under the Exchange committee's interpretation of a "catch phrase," and being therefore undesirable. Its alliteration might be offensive, according to one suggestion hazarded.

The attitude of the Exchange toward the advertising was suggested to the writer by authority competent to express the views of the body as a whole. From this source it was learned that the Exchange is not strictly opposed to the partial-payment method of selling securities, but that it does object to exploiting the plan by methods which it regards as not consistent with the best interests of the Exchange and its public relations. In his investigation the writer was led to infer that in this particular case some objection was attached to the caption and method of display of the advertisement, which, according to its standards, the Exchange might regard as a catch phrase and sensational in tone.

It was explained that these views are the combined sentiment of a majority of the some 570 members of the Exchange clearing house, and that the "insurgents" who favor more advanced methods in financial publicity muster around seventeen of this total. This sentiment, it is said, is based on practically self-protective motives. It is recognized that, strictly, the partial-payment plan is a legitimate method of investment for the small purchaser, the lamb so-called, but that under the conditions it is impossible to eliminate the possibility of the small man turning speculator, getting squeezed perhaps, and blaming it loudly and indiscriminately on the Stock Exchange, "Wall street," etc.

The partial-payment plan, to which there is no objection in itself, is virtually a margin method of purchase, although special emphasis is made by the houses employing it that it is strictly intended as an invest-

ment plan. It is recognized that a high margin is demanded in every case, in shape of the initial payment. The danger that the majority and conservative elements see in the plan is that the small investor with, perhaps, \$500, might buy several shares of a standardized security, at, say, 103. It may go up to 110, whereat the little fellow might suffer a rush of success-to-the-head, and, under the partial-payment plan, take on more of the stock, perhaps utilizing his paid-up equity to this end, thereby becoming virtually a margin purchaser. He is thus tempted to bite off more than he can safely chew, in the hope of a rise. To this members who employ the plan reply that, while they cannot delimit a customer's right to sell, they do from time to time withdraw from the plan stocks which they consider speculative. Moreover, when they find a man inclining toward speculation, they notify him that he is becoming properly a margin customer, rather than an instalment investor.

WHY THE PLAN WAS DISAPPROVED

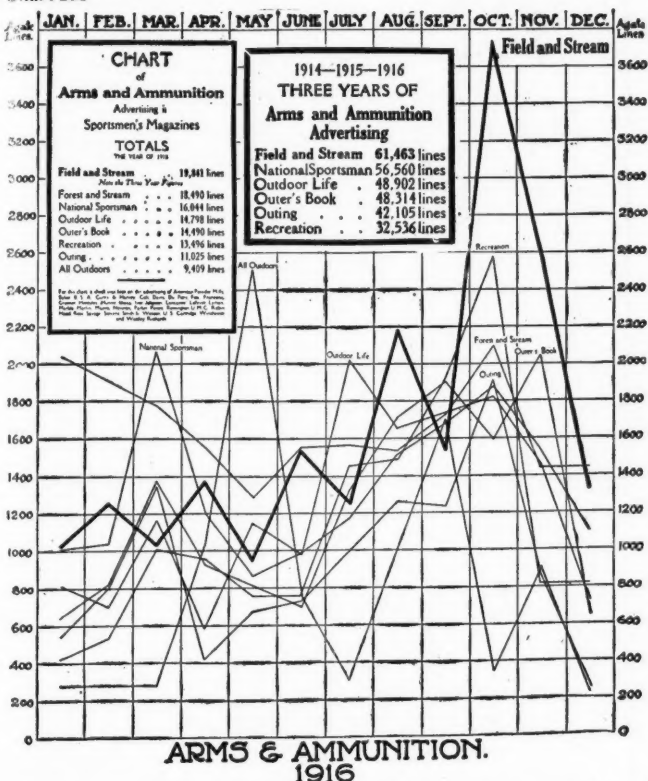
Normally, a customer who assumes too much can sell what he finds he can't carry. According to our source of information, however, high as the initial deposit may be, there have been cases where it has been necessary to call for more margin on initial payments, and there are chances of a total loss of the deposits. The position of the conservatives is based on actual complaints and protests from extremely small investors who have lost their savings, and in their bitterness are disposed to ascribe their losses to the street or the Exchange indiscriminately, without considering the fever of speculation that led them to assume more than they should wisely undertake.

As remarked it is as yet not quite clear why the Committee on Business Conduct disapproved the advertisement, but it is possible that the heading of the copy might have been regarded as misrepresentative of the body's position as a whole—perhaps as a collective

THE BIG TACKLE MEDIUM BUT Look at This

A Graphic Chart Story in Four Parts

Chart III



With many of the munition manufacturers handling war orders and some seeking no sporting business, FIELD AND STREAM is carrying more arms and ammunition advertising this year than last—more last year than in 1915.

Hercules says: "As previously stated, FIELD AND STREAM stood among the highest if not the highest in low cost per inquiry during 1916."

Iver-Johnson says: "Inquiries from FIELD AND STREAM have about doubled this year over what they were last year."

The current number shows a net cash advertising receipt increase of 33% over last year.

THIS IS UNDOUBTEDLY A REMARKABLE SHOWING
 PRINTING CRAFTS BUILDING NEW YORK WESTMINSTER BUILDING CHICAGO



We guarantee that every account in this office is placed on the same basis—*full commission* with no rebates, secret or otherwise.

To fully appreciate the significance of this statement, please remember that we handle a number of large appropriations.

Power, Alexander & Jenkins
General Advertising
Detroit

A CHARACTER BIT

finished in "silhouette highlight," made from life. Such Engravings are effective for certain advertising uses. Their chief value lies in using them in the right place. Let us help you do it.

— Established 1889 —

GATCHEL & MANNING
DESIGNERS and
PHOTO-ENGRAVERS
In ONE OR MORE COLORS
Sixth and Chestnut Streets
PHILADELPHIA



act of radical insurgency. Under this the word "progress" might be considered as subject to misinterpretation, as indicating possibly a gradual revolution of sentiment from within or else as a veiled hint of discontent at ultra-conservative policies.

Another reason, unofficially expressed, is that in view of the pending offer of the Government war loan to small investors, it is not a proper occasion to stimulate a general investment in stocks by the little fellow.

It is interesting in this connection to recall the reasons advanced at the last convention of the A. A. C. of W. by William C. Van Antwerp, a governor of the Exchange, on why that body does not countenance what it chooses to call "catch phrases."

"In our determination to keep the advertising of our members on a high plane," said the speaker, "we are influenced by two essential considerations. The first of these is that the New York Exchange is the foremost market of its kind in the world. The securities which pass through the hands of its members represent a very considerable part of America's material wealth. Because of its size and importance, and because banks, courts and legislators have come to look upon our quotations as a most reliable index of values, we believe that advertising by our members should be conducted upon a plane of dignity commensurate with the interests involved. That is our first consideration.

"Our second has to do with the peculiar character of the business in which we are engaged. Both speculation and investment contain pitfalls; again and again it has been charged that credulous people have been lured into the market through misleading advertising methods. Nine times out of ten these misleading advertisements emanate from people who are not members of the Stock Exchange, and naturally we can exercise no control over them, but we can and do exercise a control over the advertising of our own members. We have accordingly



The Memphis Commercial Appeal

"The South's Greatest Newspaper."

Here is an ideal opportunity that presents itself to manufacturers or distributors of good merchandise. A live, prosperous city and a solid substantial newspaper that has built up a strong belief in the power and profitability of advertising in its columns among the sellers of things in its community. Here is a dealer confidence and enthusiasm as well as a reader buying responsiveness of extraordinary quality.

Member A. B. C.

*Net Paid Circulation
Daily 63,981 Sunday 102,088*

THE COMMERCIAL PUBLISHING COMPANY

Memphis, Tenn.

THE JOHN BUDD COMPANY
Advertising Representatives

Burrell Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.



There are no ifs with

PRINTED SALESMEN

They demand a hearing by their interesting appeal and the punch is there that hangs on to the brain of the busiest man.

Established more than fifty years. The largest high grade printers in the world

The Lakeside Press

R. R. Donnelley & Sons Co.

Chicago, U. S. A.

The MESSAGE before the Messenger

HOUSE magazines slipped into the stale gray welcome me. Tell me your story and let me edit and write two issues—I'll leave the rest to the two issues.

SHERLEY HUNTER

Good Copy

114 East 13th Street, New York
Telephone Stuyvesant 1197

Let me work in conjunction
with your advertising agent

said to them, you must not only put your advertising on a dignified plane, but you must not use anything in the nature of catch phrases or devices designed to influence the judgment of those to whom it is addressed. You may advertise as generously as you please, supply the public with as much educational matter as you choose; offer what you have for sale, but do not attempt anything remotely approaching the business of a tipster. This is our second and final consideration."

LONDON EXCHANGE LOOKS TO ADVERTISING

Mr. Van Antwerp's further remarks, uttered last June, are doubly interesting in relation to a recent despatch cabled from London to a New York newspaper.

"On the London Stock Exchange," he said, "the necessity for such prohibitions is so strongly recognized that members of that body may not advertise in any form whatever; indeed, the London Stock Exchange officially publishes a daily advertisement in the leading newspapers informing the public that its members are not permitted to advertise."

The despatch referred to, dated March 8, reads:

"London, March 8.—Members of the Stock Exchange favor the doing away of the prohibition against advertising. The financial correspondent of the *Times* writes:

"The election of the Stock Exchange committee for the ensuing year will take place March 20. A number of members have combined to raise the question of a division of commissions with the banks, and with this point is linked the question of advertising. On the former question there is a sharp divergence of views, but on the latter opinion is almost unanimously in favor of raising the prohibition on this modern aid to business.

"Most of the members seem to support the idea of collective advertising; that is, that the committee should advertise and not individual firms."

THE PUBLISHERS OF
SCIENTIFIC AMERICAN

Announce the Appointment
of

TODD BARTON
GRAY CRANE

As Members of the Eastern
Advertising Staff

MUNN & COMPANY, Inc.

Woolworth Bldg.
New York City

Peoples Gas Bldg.
Chicago, Ill.

The Pittsburg Press

CARRIES MORE

*Display Advertising
Than Any Other Paper in U. S.*

In 1916 THE PITTSBURG PRESS printed 14,214,-340 agate lines paid **DISPLAY ADVERTISING**, exceeding its next nearest competitor by over 600,000 agate lines.

This record-breaking volume of display advertising, together with the classified, made a total of 18,202,926 agate lines carried by THE PRESS in 1916, exceeding THE PRESS' own world's record in 1915 by a

Gain of 2,394,126 Lines in 1916

In March, 1917, THE PRESS carried 1,877,218 agate lines—a gain of 254,632 lines over the same month last year, and establishing a record for one month's business.

Greatest Circulation and Greatest Result Getter

In U. S. Government reports of net paid circulation, filed April 2, 1917, covering preceding six months, these pertinent facts for space buyers in Western Pennsylvania are shown:

Press Daily	121,191	Press Sunday	119,084
CIRCULATION		CIRCULATION	

PRESS (Daily and Sunday) CIRCULATION EXCEEDS NEAREST COMPETITOR (Daily and Sunday) OVER	39,000
--	---------------

PRESS (Daily Only) CIRCULATION EXCEEDS NEAREST COMPETITOR, (Daily Only) OVER	28,000
---	---------------

PRESS (Sunday Only) CIRCULATION EXCEEDS NEAREST COMPETITOR, (Sunday Only) OVER	18,000
---	---------------

Results Count—That's the Answer

O. S. HERSHMAN
President-Editor
New York Office, Metropolitan Tower
L. A. KLEIN, Manager

H. C. MILHOLLAND
V. Pres. & Adv. Mgr.
Chicago Office, Peoples Gas Building
JOHN GLASS, Manager

How Shall the Manufacturer Deal With Local Legal Restrictions?

The Case of the Larkin Company Shows That Frequently Such Restraints Are Invalid

By Richard S. Coe

TO what extent is a national advertiser subject to the legal restrictions of the hundreds of communities scattered through the United States? Many a manufacturer who never dreamed that there was trouble ahead has run foul of a local law which seriously affected his market or necessitated changes in the product itself.

Take automobile headlights, for instance. Time was when any type would pass muster. Today, however, legal restrictions abound in various states, and the statutes are far from agreeing upon satisfactory specifications. Furnaces and boilers provide other examples. City building regulations have embarrassed not a few manufacturers of these commodities who were reaching out for national markets. And there is, of course, the obvious case of food products.

Does the manufacturer have to bow the knee to all these local restrictions and regulations? Not always. In most of the examples mentioned above, he would have to, but local communities sometimes overreach themselves and the manufacturer is able to find protection under Federal laws.

The Larkin Co., the Buffalo mail-order house, has learned how to deal with local restrictions, not always imposed with guileless intent. It has been bothered a good deal by attempts on the part of local merchants to restrict its activities. Business men's associations in various communities have secured the passage of ordinances designed to tax or require licenses for the carrying on of its premium clubs. The method by which these clubs are run is now widely known,—one woman secures orders, transmitting payments, and distributing the goods which are shipped, with the premiums, from one of the distributing centers, usually in a different State. Per-

haps the most popular method of trying to break up this traffic is by attempting to require peddlers' licenses of those who act as secretaries of these clubs. Such requirements, however, are unconstitutional, as interstate commerce is under the exclusive control of the Federal Government, and may not be burdened by local regulations, except to a very limited extent.

ADVERTISES THE U. S. CONSTITUTION

To meet this situation the Larkin Company advertises the United States Constitution by a circular, which it mails to customers in communities where such legislation is attempted. This has proved an effective method of reassuring those who are threatened with legal proceedings, and the company's customers are now so well educated on the subject that they promptly notify it when a municipality passes a license tax law in which it is interested. The circular reads:

"Larkin Customers, Clubs, or Canvassers Not Taxable. No tax or license of any kind can lawfully be required: For sending us orders for personal use, for conducting or joining a Larkin club, or for soliciting orders for Larkin products for future delivery.

"Our Guaranty. If you are dealing with us in any of the above ways we will, at no expense to you, protect you from financial loss by reason of any demand that may be made upon you for the payment of a tax or license merely because of your so dealing.

"Rumors have frequently been spread and newspaper articles printed, in various sections of your State, to the effect that our agents and customers were to be taxed. Pay no attention to any of them. They are not true.

"The United States Supreme

Court in the recent case of *Caldwell vs. N. Car.* 187 U. S. 622, holds that the delivery to purchasers of goods shipped from outside the state, which goods have been previously sold to such purchasers by sample or catalogue, is an act of Interstate Commerce and *no tax can be laid upon the agent for the delivery of such outside goods.* This is true even if the goods are not shipped from without the State direct to the purchasers but are shipped to the agent who breaks the package and distributes the goods to the purchasers."

The circular continues with extracts from other decisions of the Federal courts, and concludes with the following promise:

"WE WILL PROTECT YOUR INTEREST AND OUR OWN."

"In every case where the goods are outside the State at the time the sale is negotiated and are shipped into it in response to an order, the transaction is one of Interstate Commerce. Interstate Commerce is under the exclusive jurisdiction of the United States Congress, therefore neither your State nor local authorities can pass any law or ordinance interfering therewith. So long as you merely solicit orders and send them to us and deliver the goods when received, whether it be a single transaction or through a Club, you are neither a peddler nor a merchant and no peddler's license can be required of you nor mercantile tax be levied upon you by reason of such service. In other words, no tax or license can legally be collected of you simply because of your buying of us for your own use, or because of your being connected with a Larkin Club, or because of your soliciting orders for the future delivery of Larkin Products and this we guarantee if you keep us advised and follow our directions.

"Should anyone demand payment of any tax because you are a member of a Larkin Club or are delivering goods shipped you by us in response to an order, notify us at once, giving his name and all the facts. We will immediately

take steps to protect your interest and our own."

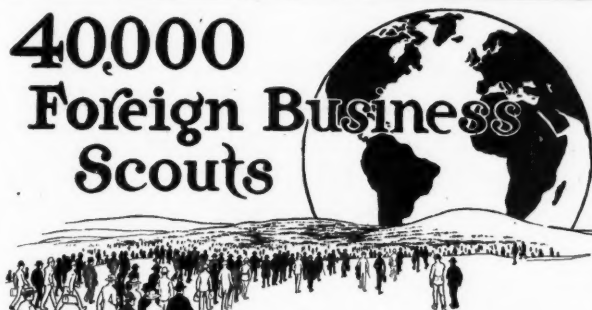
The usefulness of this pamphlet is shown by the fact that in the last two years the company has circularized many widely scattered communities.

In addition to circularizing its customers in a locality where legal interference threatens its business, the Larkin Company takes the matter up with the local authorities by correspondence. This correspondence, in which the company is almost constantly engaged, rarely fails to convince the powers that be that they have not the right to impose regulations upon the Larkin premium clubs. The question has been decided so many times that all that is necessary is to call the attention of the local law-enforcing authorities to the unconstitutionality of such laws by reference to similar cases decided by the highest courts in various States.

A decision in favor of the Larkin Company on a slightly different phase of this general question was handed down not long ago by the Kentucky Court of Appeals. A penal prosecution was instituted by the Commonwealth against the company for failure to comply with the State statute requiring foreign corporations "doing business within the State" to designate some person therein to accept service of process,—summonses, writs, etc. The company's activities in Kentucky were proved to consist of the usual premium clubs ordering goods from Buffalo, and the use of "traveling show-rooms," at which nothing was sold. The court held that this did not amount to "doing business within the State," so as to bring the company under the State statute. On the contrary, it constituted interstate commerce, and was therefore immune from the requirements of this Kentucky law.

This raises a question of considerable interest to manufacturers, viz.: Just what is interstate commerce and how far is it protected by the Constitution against interference from the local authorities? In considering a legal

40,000 Foreign Business Scouts



The Largest Circulation in the Export Field

REACHING the foreign importers, industrial corporations, mercantile establishments and business men commercially interested in the United States as a source of supply for their materials and goods.



EXPORT American Industries

Is the "livest," most progressive publication in the overseas field. Export American Industries "plays square" with its advertisers by showing *each month's* distribution of its 40,000 circulation, which it guarantees in its advertising contracts.

Your advertisement in Export American Industries will go to every port and trade district of the globe. It will reach the big buyers that it would take months for a salesman to cultivate. It will bring you inquiries that will do more to show where the demand lies for your goods than any trade report or commercial investigation. Export American Industries offers you the biggest field among the best quality of foreign houses at a rate one third less per thousand than our nearest competitor.

EXPORT AMERICAN INDUSTRIES is the only export magazine that is a member of The AUDIT BUREAU OF CIRCULATIONS.

Ask us about our complete export sales campaign as applied to your products

Export American Industries
30 CHURCH STREET :: NEW YORK CITY

Do You Want

Men and Women Workers?

Do you need help in your plant? Is the shortage of hands, occasioned by the big demand for labor, hurting you?

Is the situation so serious that you're getting exasperated? Don't be discouraged. You can quickly get in touch with labor by using Newspaper Classified Advertising—not simply in your home town, but by using lists of papers throughout the Country.

We can insert your "Male" or "Female Help" Wanted ad in 800 leading papers in the United States on a week's notice. We have combinations of papers for different sections; also lists for separate and individual States. Special lists will be gladly prepared for any Cities you want to cover.

Now's the time to take advantage of our unique service at a cost that is *lower than any other form of publicity.*

Orders accepted direct or through your regular Advertising Agency, but be sure and mention "Arkenberg Service."

Bulletin No. 135, covering all details, sent on request. Advertising Agencies, if you're not familiar with our proposition, write at once.

703
World
Building
New York
N. Y.
Phone
Beekman 2252

ARKENBERG
Special  *Agency*
PUBLISHERS' REPRESENTATIVES

403
Madison
Avenue
Toledo
Ohio
Phone
Main 5893

Write Our Nearest Office

question of this sort, it should always be remembered that very slight differences in the facts of a particular case may lead a court to a result diametrically opposed to that reached in some previous decision. Before extending business to new states the advice of counsel should always be obtained as to whether the activities contemplated will involve compliance with local statutes, for not even interstate commerce is *wholly* immune. But there are a few general principles which may serve as guides in determining just what is the question to ask your lawyer about a particular business. In other words, they serve the same purpose as a traveler's French phrase-book,—not to answer questions, but to tell what to ask.

What, then, is interstate commerce? The tribunal of ultimate authority on all such problems is, of course, the United States Supreme Court; and the definition of commerce which it has most frequently enunciated and approved is as follows:

"Commerce with foreign countries and among the States, strictly considered, consists in intercourse and traffic, including in these terms navigation and the transportation and transit of persons and property, as well as the purchase, sale, and exchange of commodities." That sounds plain enough, but how far does it go? Are telegraph and telephone companies engaged in interstate commerce? They are, and so are wireless telegraph concerns and correspondence schools. The Mann Act depends for its validity upon the power, given Congress by the Constitution, to regulate interstate commerce. So also lottery tickets are subjects of commerce, and their transportation from one State to another may be (and has been) prohibited by Congress. On the other hand it was long ago decided by the United States Supreme Court, in a celebrated case with the rather startling title of *Paul vs. Virginia*, that insurance policies are *not* subjects of commerce, and so the insurance business is left to the control of the several States in-

Progressive or Reactionary

As a buyer of space are you progressive or reactionary?

Have you initiative or are you a slave to tradition?

Are you ruled by precedent or governed by changing conditions and increasing values?

Are you using the Atlantic?

The growth of The Atlantic is changing conditions.

Rate until February 1918 \$125 per page
Circulation over 75,000

The Atlantic Monthly

MEMBER A. B. C.

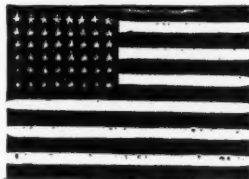
Who also publish
The House Beautiful

New York

Chicago

Boston

YOU ADVERTISING MEN



Patriotism has taken a strong hold on your sentiments. You have the opportunity to spread the loyalty of the American Flag to the four corners of the Globe.

OLD GLORY, printed on gummed labels—each flag 1" wide by 1½" long—and put up in handy rolls of 1,000 flags, looks mighty patriotic on outgoing mail.

The power of the unspoken word creates sentiment difficult to overcome.

1,000 FLAGS—75c

Send stamps, money order or check.

EVER READY ROLL LABEL COMPANY

Labels "NO MATTER WHAT"

419 W. 42ND ST., N. Y. C.

Here's a man—

a business developer—a business getter

A sales and advertising executive of wide and successful experience, with an analytical mind trained to deal in a horse sense manner, with manufacturing, merchandising and advertising problems.

A vigorous solicitor, an organizer and a harmonizer.

An advertiser, publisher or advertising concern willing to pay a substantial salary or commission with fair drawing account, will be able to lean very heavily upon this man. Please address in strict confidence,

CHARACTER, Box 281, Printers' Ink

Chemical Difficulties Overcome for Anybody

Manufacturing problems involving chemistry
can be solved by us

No charge made if we do not

This applies to new or old processes, whether in production of proprietary articles, foods, confections or kindred manufacturing. We have a staff of chemists—specialists in various lines—and a Master-Mind; who directs their search and research work.

Also, if you have an idea that should receive our line of investigation, let us develop it for you.

Write us for appointment.

HALLRUK CHEMICAL & ENGINEERING CO.

215 WASHINGTON STREET, NEW YORK

stead of to Congress. Moreover, it has been held that a commercial agency in Maryland, whose Kentucky attorneys gave information by mail or wire across the State line as to the financial standing of local merchants was not engaged in interstate commerce, but was subject to tax in Kentucky.

All these cases, it will be noted, dealt with the transportation of something across a State boundary and the question in each was whether that something was sufficiently tangible to be the subject of commerce.

Suppose, however, that in a given case it is established that a certain business is interstate commerce. Is that business then exempt from any interference whatever by the State authorities? No, it is not. To be sure, when the people of this country, by the Constitution, delegated to Congress certain powers, they thereby deprived the individual States of those powers. No State, for example, can coin money. That function is delegated to Congress. But the States retain the right to pass under what is called "the police power," such legislation as may be necessary for the preservation of the health, morals, and safety of the community.

This rather vague and ill-defined right may be so exercised as incidentally to burden even interstate commerce, but in every case the primary object must be to secure the public health, morals, or safety, and not to tax commerce between the States. Thus, action by Congress was necessary to make effective the laws of various States against the importation of liquor, since it was a subject of interstate commerce and free from local control so long as the consignee retained it in the original package. A State may, however, provide for the inspection of commodities like oil, tobacco, fertilizer, hides, etc., and may impose such fees as are reasonably necessary to pay the cost of the inspection. These fees are not considered a tax on interstate commerce; and wherever such a charge is imposed it is a question of fact as to whether it comes

Why Gamble?

There is only one newspaper in

Meriden Connecticut

that guarantees advertisers A.B.C. AUDITS—that's

THE MORNING RECORD

Mats and Stereotypes

Our equipment, including staff of expert workmen is so complete that we are constantly being complimented by the agencies and advertisers for our

Service

which is particularly valuable in emergencies where the copy has been delayed and the mats or stereotypes must be rushed to catch insertions.

Full facilities for shipping direct to the publications.

J. T. BUNTIN, Inc.

209-219 W. 38th St., New York City
Telephone—Greeley 4240

Speeding Up In NEW ENGLAND

*Our shops and factories
are first for our country*

The skilled men are the first to be called. The craft that they have must be utilized that they who follow the colors will have the essential things that bring Victory.

So the great factories and workshops of New England are thrilling with life making arms, ammunition, clothing, shoes, blankets, tents and other vital things for the brave ones on the firing line.

Nor is this all—the call has reached the farmer and the city dweller so the growth of food stuffs here will be greater than ever.

MANCHESTER, N. H. UNION and LEADER
Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Daily Circulation 5,192
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 13,227
Population 89,336, with suburbs 100,000

NEW BEDFORD, MASS. Standard and Mercury
Daily Circulation 20,949 net paid
Population 109,000, with suburbs 120,000

SALEM, MASS., NEWS
Daily Circulation 18,732 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 30,444
Population 100,000, with suburbs 250,000

TAUNTON, MASS., DAILY GAZETTE
Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000

BRIDGEPORT, CT. POST and TELEGRAM
Daily Circulation 32,219
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)
Daily Circulation 9,000
Population 25,000, with suburbs 60,000

MERIDEN, CT., JOURNAL
Daily Circulation 5,386
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN
Daily Circulation 9,534
Population 73,144, with suburbs 100,000

AUGUSTA, ME., JOURNAL
Daily Circulation 10,068 net paid
Population 13,211, with suburbs 75,000

PORTLAND, ME., EXPRESS
Daily Circulation 21,247
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,184 net A. B. C.
Population 22,000, with suburbs 40,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

within this category, or whether it is so excessive as to amount to an unconstitutional tax. Of course, actual property within the State may be taxed by it, even though used in interstate commerce, so long as the tax is collectible by ordinary methods only, but no State may require the payment of a license fee before permitting a company to engage in interstate commerce over its borders. Nor may any State under the guise of inspection laws, discriminate against the products of another State, or impose unreasonable restrictions.

What does it all come down to, then? Why, just this: If a corporation is "doing business" in a State it is liable to all the requirements imposed by the laws of that State. If it is engaged in interstate commerce, it is subject *only* to such State regulations as are reasonably adapted to protect the public health, morals and safety, though taxes may be levied on its property actually within the State. In either case it may incur severe penalties by failing to comply with such valid State laws as are applicable to it. The prudent course, under the circumstances, is to obtain competent legal advice.

Heartz With Moreland Truck Company

R. D. Heartz, formerly assistant sales manager of the Premier Motor Car Company, of Indianapolis, has been appointed advertising manager of the Moreland Motor Truck Company of Los Angeles, Cal. He takes the place of A. Carman Smith, who has for some time been giving part of his time to the Moreland Company without, however, having severed his connection with the Smith-Crank advertising agency of Los Angeles. Mr. Smith will in the future give his whole time to the agency work.

Jackson "Patriot" Makes John W. Miner Director

John W. Miner, of Jackson, Mich., has been elected a director of the Jackson Patriot Company. The board consists, besides Mr. Miner, of Edward W. Barber, James Frank, F. M. Brooks and Milo W. Whittaker, all of Jackson. The management of the paper will remain in the same hands as in the past.

The *Patriot* has purchased a new building, which will be remodelled for occupancy by the paper.

Vacation Time Is Approaching

Maine, the most delightful of vacation states, will open her arms to welcome the vast throng that comes again to abide with her during the long summer days.

PORTLAND Maine

Portland is the haven of comfort to which tens of thousands come!

The "dull Summer months" are among the liveliest months in the year for Portland's live merchants.

EVENING EXPRESS

is the only afternoon daily and is the "big brother" of all the Maine dailies.

Largest Maine Circulation!

The Julius Mathews Special Agency
Boston—New York—Chicago

BRIDGEPORT Connecticut

Were the only sin to be idle, Bridgeport would be spotless.

The greatest volume of business in its history is to be increased.

Send us men, more men with skill and craft! The

Post and Telegram

Largest Connecticut Circulation

**is growing
and growing
and growing.**

The Julius Mathews Special Agency
Boston—New York—Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60. Classified 40 cents a line—net. Minimum order \$2.00.

JOHN IRVING ROMER, Editor.

NEW YORK, APRIL 26, 1917

Avoid Patriotism as Sales Argument

There is one thing that advertisers cannot afford to do, and that is to use patriotism as an appeal to sell goods. Patriotism is a sentiment so lofty that it is almost sacred, and any attempt to attach a dollars-and-cents significance to it is nothing short of desecration. Dragging a patriotic note as a selling point into advertising copy is neither good taste nor sound business. Any effort to do so is likely to react in a very unfavorable way.

We are in this war in support of the highest ideals for which a nation can stand and not for any commercial reasons. Deliberately to set about capitalizing the crisis for the purpose of making profit would certainly discredit the patriotism of any one who attempted it.

This does not mean, of course, that business men should sell "war goods" without a reasonable

profit, or that it is illegitimate to sell merchandise of a patriotic character, or that valid and timely war allusions should be kept out of advertising. It does mean that all such selling arguments as "prove your patriotism by buying this," should be strictly excluded, and that an advertiser cannot, with propriety, exhort the reader to show his love for his country by purchasing the thing advertised. This is no time to exploit "Patriotic Sales," to put undue emphasis on "made in America" goods or to use the flag as a means of effecting sales.

PRINTERS' INK knows full well that advertisers would be the last in the world consciously to capitalize the war as a source of profit. It sounds this warning, however, because already attempts to "cash in" on reawakened patriotism have made themselves manifest in advertising matter. Trying to "cash in" on patriotism is bad taste and bad business practice.

Sales Figures Make Good Copy

In the constant effort to find effective talking points and to avoid making their advertisements mere "messes of words," aren't some advertisers overlooking possibilities in their own sales figures? Couldn't they, for example, advantageously publish occasionally in their consumer advertising such announcements regarding their sales as appear in financial papers from time to time? Figures speak for themselves. If cited in an interesting fashion they establish a point more convincingly than any amount of generalities. Statements of the vast quantities of goods sold by our leading manufacturers if presented in a telling manner would give the consumer a graphic idea of the strength and success of these commanding houses.

Where advertisers have effectively used the idea or variants of it, it has given a tone of reality to their arguments that has strengthened the copy. In an advertisement in the Chicago news-

papers the other day, the Royal Tailors thus tell of their success in going after the local market:

"On December 1, 1916, a little over four months ago, we announced that this great wholesale tailoring house would open its doors to home-town trade at retail. Since that date we have measured over eight thousand Chicago men for suits and overcoats. The count, to be exact, is 8,277 up to 5:30 Wednesday p. m."

How vividly the figures tell the whole story.

Among the advertisers that have frequently published sales figures in their advertisements is the United Cigar Stores Company. For years it has been its custom to announce in newspaper copy the sales results of record days. In these announcements it states such interesting figures as total sales, the sales of a single store and of the salesman selling the most goods. In the company's national campaign on Ricoro it often hammers home a point by making such statements as "Ricoro sales have jumped to three millions a week—350 cigars a minute," etc. This policy is followed on the theory that "success attracts more success."

It is not necessary that the sales figure dominate the advertisement. It can be run in anywhere in the copy to give force to an argument. "One dealer alone has a record of 35,000 Heatless Pressers," is the way the Invention Mfg. & Sales Company puts it in some of its advertising. The statement impresses the consumer and raises visions of profit possibilities to the prospective dealer.

A department store in a Western city in seeking a new way of convincing the customers that its candy stock is fresh, started to advertise the daily sales of this department. It published all sorts of figures—the sales reduced to pounds and even ounces, the number of manufacturers it bought from, the freight it paid on the shipments, etc. It proved to the public that it turned its stock twice a week. This campaign immensely increased the business of the department.

The famous Garver Brothers store in Ohio gives the widest publicity not only to its total daily sales, but to those of each department and of each clerk. It goes further and gives the public a searching analysis of the figures. These live merchants claim that the plan has done much for the growth of their business.

There is no denying that where an array of impressive figures can be made to march before the reader very strong copy results. The current advertisements of the Hyatt Roller Bearing Co., giving figures in proof of the success of its product, are typical examples of the effectiveness of the method.

Of course, PRINTERS' INK well understands that not all advertisers would care to submit intimate figures about their business to the glare of publicity. In many cases there might be the danger that competitors would be able to "go them one better." But where the idea can be used in the right way, it puts power in the copy.

— We have it on
National Service Copy Should Be Definite good authority that the copy appeal that produced the best results in the

Canadian recruiting campaigns was not that which was tried first. That is, copy of the order of "Your King and Country need you." When this failed, we have it from the same competent source, the recruiting officials tried something more tangible, and it succeeded. Recruiting sergeants told the copy man or the artist just the kind of "talking points" that proved most effective in securing recruits. Copy took a more definite slant, as "The ——— Regiment needs eighty-four more men to complete its muster for over-seas service." Faced with an actual point of contact, a definite need, rather than a general appeal, the individual knew just where he might fit in.

There is much in this for those who have, or will have, in hand the preparation of copy of what-

ever nature to secure enlistments in this country. Undoubtedly a general patriotic appeal is invaluable toward cementing national solidarity. When it comes down to accomplishing tangible results in recruiting, however, something with more brass tacks, it seems, is necessary. This is hardly a time to urge a young man to enlist to broaden his horizon by foreign travel. The average patriot is pondering just where he can help out the most. Give him some opportunity for service and then advertise to him the actual opportunity—the time, the place, or the regiment—whatever the need may be.

Baseball and Cost of News Print

In view of the serious condition of the news print market, we have often wondered why those who conduct the important dailies are so prodigal with the space they devote to baseball. At the meetings of the various press associations much is said about the necessity of reducing the consumption of white paper in order to conserve the supply and how this may be accomplished by the elimination of miscellany, of feature articles and all press-agent matter. And yet all winter long the columns of the daily newspapers have fairly bulged with baseball gossip, and this spring, when the league teams began their practice work in the South, whole pages were given to descriptions of their playing, to chatter about the men—their aches, pains and physical characteristics—and their pictures.

Now that the season has actually opened, the baseball writers are straining every nerve to fill columns upon columns each day with matter. When the games do not furnish enough material, they rehash what they have already written about the players. From a perusal of the articles one would suppose that the members of the several teams are the most important persons in the United States and that the entire country is breathlessly waiting to learn what they ate for breakfast and what

they are doing each hour of the day.

For years the newspapers have given baseball so much free publicity that the owners of the clubs do not consider it necessary to use more than two or three lines of advertising on the days the games are played. "Why should we spend our good money for publicity," they ask, "when the newspapers are tumbling over themselves to see which one will outdo the other in space?" It is this attitude of the magnates that has led some morning newspapers to fix a rate of \$2.00 a line for such advertising, and in the case of one New York evening paper, \$2.50 a line.

Here, then, is a chance for the newspapers to economize in the use of white paper. Cut down the space given to baseball to, say, two or three columns a day. This will admit of a description of the game played on the home grounds, and the scores of games played in other cities. The New York publishers have at last discovered that baseball editions do not begin to pay their cost, and a majority of the afternoon papers have agreed to cut them out. Their example is being followed in other cities, notably in Pittsburgh.

If any improvement in the present situation is to be brought about it must be through the publishers themselves. They must cease to give away space to some people and charge those who advertise a double rate to make up for it. Since the Des Moines *Capital* closed its columns against every form of free publicity, it has gained in prestige and in advertising income. Others have had the same experience. The time to spike the press-agent evil is now.

Hansel Western Manager of "Good Housekeeping"

John Hansel, Jr., who has been on the western advertising staff of *Good Housekeeping* for a number of years, has succeeded F. W. Preston as western manager. Mr. Preston has become associated with the *Chicago American*.

Carl Rollins has joined *Good Housekeeping's* western office. He has been with the *Scientific American*, and before that with the Crowell Publishing Company.

Business As Usual— Only More So



We believe, with most
patriotic—and sensible—
Americans, that Busi-
ness Follows the Flag.

THE RICHARD A. FOLEY
ADVERTISING AGENCY, INC

303 Fifth Ave.
New York

Bulletin Bldg.
Philadelphia

The Little Schoolmaster's Classroom

THE Schoolmaster follows with interest the progress of the PRINTERS' INK Model Statute through the various legislatures. Some day he means to have his class make a map of the United States such as delights the hearts of the suffragettes, with black, white, and checkered States to show the progress of enlightenment as reflected in the statute-books. On such a map only twelve commonwealths would now be black, as having no statute against fraudulent advertising; seventeen would be white, as having the PRINTERS' INK Model Statute; and the remaining nineteen, together with the District of Columbia, would be checkered to show the existence of some law on the subject, though not what the Schoolmaster considers the best.

A good many of those nineteen States have the PRINTERS' INK Statute with the word "knowingly" or some equivalent phrase inserted. Iowa, which was formerly in this class, has just joined the white States on our map as a result of the efforts of the Associated Vigilance Committee of the State. A vigorous campaign was waged with the support of the Associated Advertising Clubs of Iowa and of most of the State associations of manufacturers and retailers. Circulars were distributed discussing the existing and proposed Iowa laws against fraudulent advertising, and pointing out that the former imposed such severe penalties as to necessitate indictment by the grand jury—a lengthy proceeding. By reducing the penalties the law is actually made more effective, since it is possible to bring an offender to trial in a much shorter time. But the most important change is the elimination of the words "with intent to defraud," which, as the circular says, "involves a photograph of a man's mental processes that is not easily secured." It leaves too

big a loop-hole for the "man whose interpretation of honesty is furnished to him by his lawyers after a careful examination of the statute."

* * *

A certain business man whom the Schoolmaster has occasion to call up sometimes, always answers with the cheerful greeting, "Good morning." Recently he received a letter with the same opening, "good morning." You might get it in the afternoon, but it doesn't make you feel bad, even then.

* * *

A letter from a dry-goods store in a certain progressive town encloses samples of letters received in one day's mail from two men's tailoring houses, putting their propositions before the retailer.

"I am enclosing these two letters," comments the merchant, "which I thought might be of interest to you as an example of the 'personal' letter. The interest lies in the fact that we do not carry men's clothing nor have we ever had even a men's tailoring agency."

One of the letters, skilfully filled in, says:

"This letter is sent you after a definite study of your store and a definite appreciation of the high-grade business you are doing. It isn't a hit-or-miss circular sent you in the vague hope that it may strike a responsive chord. It is sent backed by an investigation of your standing in (filled-in name) and analysis of your problems and understanding of the aims and ideals you have always kept before you. One of the definite things we do know about — store is that you are carrying a high-priced line of made-to-measure clothes. So long as there are men who are ready to pay, etc., etc."

The second letter, from a well-known advertiser, is not much different. Of course, to this recipient these messages suggest the short and ugly noun. At the same

time, we can't all be perfect, and are bound to miss a few shots. But unless we know whereof we speak, it might be wise to think a little before making such strong claims as those in the first instance.

* * *

"Here is something that I have been holding on my desk for a month with the intention of showing it to you the next time you called," said a retail merchant to the Schoolmaster the other day.

With that he pulled out a letter addressed "Dear Friend Bill" and reading:

"This is your birthday. May I offer congratulations and express the sincere hope that this little token of esteem and friendship, for such it is intended, will find you comfortable in mind, soul and body, having work for your days, sleep for your nights, with a supply for all needs, and may peace and happiness be with you and yours always."

Every Day Exercises

If you don't know how to exercise—what exercise is good for you and how much—you should follow Dr. Born's series in **GOOD HEALTH**. The April issue is particularly interesting. If you are an advertiser in connection with whose advertising it is possible **GOOD HEALTH** might render a profitable service, I will be glad to send you a copy of the April **GOOD HEALTH** for the asking. To others, the price of any recent issue of **GOOD HEALTH** is 25c.

Advertising Manager **GOOD HEALTH** 1804 W. Main Street
Battle Creek, Mich.

MOVING PICTURE ADVERTISING

Free illustrated booklet explaining how moving pictures are made to advertise, and containing interesting description of laboratory-studio, sent at request.

ROTHACKER FILM MFG. CO.

Successor to INDUSTRIAL MOVING PICTURE CO.

The Senior Specialists in Moving Picture Advertising

1335 DIVERSEY PARKWAY - - CHICAGO, ILL., U. S. A.

Population 67,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

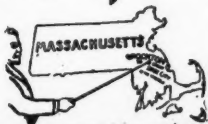
Brockton Daily Enterprise

Daily Edition exceeds 15,000. 12 to 32 pages

Flat Commercial rate 40 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries many want advertisements. Best paper. Leading general advertisers use it



E EDUCATIONAL Motion Pictures sell your product by interesting the public in your processes and teaching them values.

I INDUSTRIAL advertising is particularly effective when your sales points are an integral part of the plot of an absorbing play.

S SCIENTIFIC Pictures—for research and efficiency work—are examples of the same care and skill used in producing advertising films.



M **A** **T** **S** FIGURE your losses in faulty, thin, blistering mats that your customers can't use!

Then call us up (Worth 587) and let us quote you prices on the GOOD kind. STEREOS, also.

Worrall & Deringer
251 William St., New York

Booklets-Catalogs

MANY of America's prominent advertisers, advertising agencies and commercial houses requiring high-class work use the

CHARLES FRANCIS PRESS

Printers of PRINTERS' INK

461 Eighth Avenue New York City

This note was personally written and came from a salesman who calls on the merchant occasionally. "Needless to say," remarked the dealer, "that salesman has worked himself in solid with me. As a fellow grows older few people, not even the members of his own family, remember his birthday. To have the event kept in mind by a traveling man, who has called on me only a few times in his life, warms the cockles of my heart. How in Sam Hill he found out the date of my birth beats me."

Of the thousands of salesmen who pass through the store of this retailer each year, this particular one found a way of making his personality stick out. No doubt this man goes to considerable trouble to get the date of the birth of as many of his customers as he can, and that a same or similar letter is sent to each of them.

Even though a salesman is backed by a good house and has a strong, advertised product, if he calls on a dealer only once or twice a year, he is going to be at a disadvantage with his competitors who may call more frequently. Other things being equal, the salesman who is the best known or the best liked will get the order. Cultivating the human element is part of the salesman's job. And, as this birthday greeting incident shows, it is not always the salesman that calls the most

Follow the lead of the World's greatest advertisers—

**POPULARIZE
YOUR TRADE
MARK**

Send illustration for quotations—

Our booklet, *Successful Advertising Ideas*—FREE

**The Old King Cole
Papier Mache Co.**
Canton, O.



We reproduce this familiar Trade Mark

often that best succeeds in doing this.

* * *

In the Schoolmaster's opinion there is such a thing as too much so-called time-saving "efficiency." In the effort to save time or labor too close a hewing to the line often leads to stumbling. Undoubtedly the following sample of "efficiency" methods saved time, but carried out on a wide scale such policies are more than apt to lose for the concern that employs them something equally valuable. Draw your own conclusions.

A certain concern in Connecticut sent to another company in the same state a letter of solicitation, enclosing a stamped and addressed envelope for reply—certainly an appeal for courteous treatment. The envelope came back, sealed but empty, with a stamp mark on the back, reading "not interested." Doubtless the rubber stamp saved time, but doubtless also it alienated good will. Better that the stamped envelope had not been returned.

* * *

The Schoolmaster feels that it is about time this absurd pampering of salesmen came to an end. Moderate incentives to harder work on the part of the sales force are all very well; but what is the use of bribing your men to increased efforts if the bribes cost you so much that the additional profits from larger sales are all eaten up?

These thoughts come to mind as a natural consequence of reading an announcement the other day in regard to a salesman's contest recently inaugurated by the Packard Motor Car Company, of Detroit, which set its sales force the task of selling 2,500 "Twin-

Sales or Advertising Executive

QUALIFICATIONS:—

Technical graduate; unusually broad business education and experience. Live, energetic; a result-getter. A strictly high-calibre, broad-gauged sales or advertising executive.

KNOWS HOW:—

To sell or to direct selling.
To make advertising bring returns.
To produce sales-producing plans that produce results.
To attain greatest efficiency from the selling organization.
To market a product from A to Z.
To develop new trade channels.
To successfully meet competition in price and service.
To apply plain common sense and fundamental principles to business.

An investment in trained knowledge and proved ability for responsible manufacturer or advertising agency.

Young in years but old in experience. Have you the opening that I seek? If so, write at once to

"K. A.," Box 279, care Printers' Ink.

COPY AND SERVICE MAN WANTED

\$3,000 to \$10,000

Depending Upon Ability

SUCCESSFUL New York agency wants top notch man only, under 40, who can show proofs of campaigns in various lines *which have sold goods*. Don't waste stamps unless you are already making good and can prove it. This man may have to live in Middle West. He must have initiative and the power to prove he is right when he thinks he is. He must know advertising to the limit and be able to produce it. Sell yourself in your letter, which will be regarded as absolutely confidential. If you send proofs they will be carefully considered and returned to you. This is a good, big chance for a good big man only.

"C. S.," Box 280, Printers' Ink.

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in book-keeping, postage and electros. Rate, 35 cents.

Actual average circulation 133,992

Keeshen

Adv. Co.

Oklahoma City and Tulsa Oklahoma



"CLIMAX"

SQUARE-TOP PAPER CLIPS

The Clip That Grips. Send for sample. Compare the grip, neat packing, etc., with any other clip. You will order the "CLIMAX." Note these prices:

F. O. B. BUFFALO

Packed 10,000 to the box per 1,000	Packed 1,000 to the box per 1,000
10,000.... 15c	10,000.... 17c
50,000.... 10c	50,000.... 12c
100,000.... 8 1/2c	100,000.... 10 1/2c
500,000.... 8c	500,000.... 10c

Buffalo Automatic Mfg. Co.
457 Washington Street BUFFALO, N. Y.

GUMMED LABELS

FOR *Your Parcel Post
and Express Shipments*

Insure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

MCCOURT GUMMED LABELS IN PERFORATED ROLLS
Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and loose label. Buy your gummed labels of gummed label specialists.

Send for full particulars and catalogue

MCCOURT LABEL CABINET CO.

H. H. BLACK, Pres.

53 Bennett St., Bradford, Pa.

From
a Little Sprout to
Two Large Plants

His success we enjoy has not...
been immediate, but has required
years of close application and earnest
effort and like all things so evolved it
is permanent and solidly founded....

The Sterling Engraving Co.
200 WILLIAM ST. NEW YORK 10
BEEKMAN 2900 NEW YORK 3900

Sixes" within a short period of time. Not only are liberal prizes offered for the men with the greatest sales quota, but the company actually has the temerity—not to say reckless prodigality—to offer to the fortunate salesman who sent in the first order *one dozen FRESH EGGS!* The Schoolmaster has always understood that there is considerable *esprit de corps* in this organization, and it is easy to see the reason for it in the breath-taking extravagance of this noble offer. The company explained, in making it, that it was by "special arrangement with the Department of Agriculture." In the event that two men tied for first place, it was explained, each man would get half of the dozen eggs; and should more than a dozen orders reach the factory simultaneously, the eggs were to be scrambled, and evenly divided!

Arthur J. Watson, formerly of Chicago, is now representing *American Garage and Auto Dealer* in Detroit.

The WIRELESS AGE

reaches EXPERIMENTERS, amateur
and expert, in a great, new
ELECTRICAL FIELD.

\$2.00 per annum

SEND FOR SAMPLE AND RATES

42 Broad St. New York

PAUL BROWN

COMMERCIAL ARTIST

16th FLOOR
TIMES BLDG
NEW YORK
TELEPHONE
BRYANT 7357



If you want any information about college paper advertising or college town merchandising
"Ask the COLLEGIATE"

USA

Collegiate Special Advertising Agency, Inc.
503 Fifth Avenue, New York Phone 1429 Murray Hill

Classified Advertisements

HELP WANTED

TYPISTS FOR ADVERTISING DEPARTMENT; SALARY \$8.00. KING & APPLEBAUM, 39 WEST THIRTY-SECOND STREET, NEW YORK.

COPY MAN—BY BOSTON AGENCY. A YOUNG MAN WITH EXPERIENCE ON TECHNICAL AND TRADE-PAPER COPY. ADDRESS BOX 1,000, CARE PRINTERS' INK.

WANTED—An Editor With Ideas—To act as associate on trade magazine for dealers. Should be posted on up-to-date merchandising methods for small retailers. Knowledge of automobiles and automobile industry also desirable. Box 403, care PRINTERS' INK.

Young man, bright, to assist in advertising department of wholesale dress manufacturers.

This is a splendid opportunity for ambitious youth inclined toward the advertising field. Apply by letter only, stating experience and full particulars. KING & APPLEBAUM, 39 West 32d St., N. Y. City.

New York Publisher wants a wide-awake young man in advertising copy department. Must be familiar with advertising make-up, ordering of halftones and electros and must be able to deal intelligently with advertisers and printer. Must be typist. In replying state experience, age and salary expected. Box 984, care Printers' Ink.

Great Opportunity for a good live young man in advertising department of leading afternoon newspaper in progressive and rapidly growing Western City of 25,000 American people. Must be able to write good copy and sell advertising space. Salary to start \$100 per month. A real hustler and man of ability can advance himself. Address, stating age, experience, Box 990, care Printers' Ink.

MANAGING EDITOR

For group of four technical publications in the power plant machinery and metal field. Applicant must have a technical education and practical engineering and editorial experience. Give full particulars as to education, experience, and age, reference, salary, etc., in first letter. Box 407, care PRINTERS' INK.

ADVERTISING—EDITOR-PHOTOGRAPHER for technical journals in Canada. One who understands mechanical engineering and who possesses ability to seize upon shop material and turn it to advertising account. Must be able to photograph good ideas and write about them interestingly and intelligently, either for editorial or advertising purposes. Write, giving full particulars regarding experience, age, salary, etc., and send samples of work. Box 987, care Printers' Ink.

ADVERTISING SOLICITOR and CIRCULATION MANAGER wanted for the best written and printed Spanish Magazine in the United States. Must have successful record. Position pays \$25.00 weekly and commission. State age, nationality and experience. Answer Box 978, care Printers' Ink.

YOUNG MAN ADVERTISING ASSISTANT

Wholesale manufacturer conducting national campaign in general publications, trade papers, and with large mailing list, wants capable young man as assistant to advertising manager. Should be thoroughly familiar with usual details of such position. Good chance for wideawake young man, with initiative and aptitude for learning business. In writing state previous experience, salary desired, and if possible send photograph. Box 979, care Printers' Ink.

Advertising Solicitor to Take Charge of Special Agency

A man of good personality and experience in soliciting for special agencies in Chicago is needed to take charge of office. Good salary and for the right man an opportunity to get an interest in established business. Write stating full experience to Box 995, care Printers' Ink.

ADVERTISING MANAGER WANTED

We are looking for a general advertising manager to take complete charge of our advertising department, one able to write magazine and trade paper advertising. The actual copy-writing is handled by our agency but we want a man who is competent to write and able to criticize and offer suggestions on copy submitted by our agency. He will be called upon to get up catalogues, circulars, as well as letters, etc., to be used in direct advertising. He must be able to supervise photographing of our products preliminary to preparation of cuts, etc.

This is an excellent opportunity for a broad-gauge man as we are doing national advertising and are running a campaign in prominent weeklies, magazines, etc. We also advertise in various trade papers and have a mailing list of 60,000 jobbers, jobbers' salesmen, dealers, etc., which we circularize at intervals.

Write us a letter which will convince us you are the man we want, stating experience, age, salary desired, etc. Box 980, care Printers' Ink.

One of the most complete engraving and printing plants in the Middle West with an established reputation for producing all kinds of direct-by-mail advertising literature such as catalogues, booklets, folders, broadsides, etc., and being particularly well organized for complete service, would be interested in hearing from a real salesman who has sold from fifty to one hundred thousand dollars annually and who has earned from five to eight thousand per year. Address Box 981, Printers' Ink.

AD-WRITER

FOR LARGE, PROGRESSIVE BUSINESS PAPER: TO WRITE STRONG ADVERTISING COPY AND ASSIST IN THE ADVERTISING DEPARTMENT. NO ART WORK. SALARY \$25.00 TO \$30.00; SPLENDID FUTURE. STATE AGE, REFERENCES, SALARIES RECEIVED. IF CONVENIENT SEND A FEW SAMPLES OF WORK. ADDRESS: AMERICAN EXPORTER, 17 BATTERY PLACE, NEW YORK.

MISCELLANEOUS

PRINTERS' Also N. Y. City papers. **INK—"OLD"** Schworm-Mandel; 450—4th Av., N.Y.

High grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway, New York City. Tel. Cort. 4968.

FOR SALE—Publishers' advertising representative concern with list of established magazines. Rare opportunity. Quick disposal. Cash. Leaving country. Box 404, care **PRINTERS' INK**.

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

Sales Opportunity for Manufacturer

Influential, well-established American concern, its importing business curtailed by war conditions, with branches and representatives in chief United States cities, marketing well-known notion staple, offers splendid opportunity to concern seeking highly efficient, actively operating sales staff. Permanency of arrangement desired. Advertising, sales and trade connections extensive and of high calibre. Unlimited capital available for operating and advertising requirements. An excellent opportunity, offering mutual advantages. Communication strictly confidential, give fullest details. Box 996, care **PRINTERS' INK**

Authoritative RATE BOOK ALL CANADIAN Mediums

Correct 1917 adv. rates, most complete circulation and other data, all mediums, with statistics showing trade possibilities, in **LYDIATT'S BOOK**. New 1917 edition just out; \$2, postpaid.

W. A. LYDIATT, Pub., 53 Yonge St., Toronto



SELLING AID CUTS insure better returns — high-class artwork at cost of plates only. Attractive, dignified illustrations for putting more pull in house organs, sales bulletins, ginger talks, enclosures, folders, letters, postcards, circulars, dealer helps. Send 2c today for cut book and thirty-two free plans for using cuts — rebated on first order. Selling Aid Cut Service, 609 S. Clark St., Chicago.

POSITIONS WANTED

Young man, 25, college graduate, has had special advertising and business training, wants position as copy writer, advertising manager, or assistant. Box 408, care **Printers' Ink**.

A young man, 27, compositor, I. C. S. graduate, with retail ad-writing experience, seeks a position as copy-writer or assistant to manager. Salary moderate. Box 400, care **PRINTERS' INK**.

A successful advertising salesman with a record of six years desires at this time to make a change. Capable of creating new ideas, can write copy and experienced in handling men. **Printers' Ink**, Box 985.

ASSISTANT sales and advertising manager. Christian, 30. Now marketing a staple and service to the consumer. April sales, \$14,000. Address "Ideas," Box 405, care **PRINTERS' INK**.

REPRESENTATIVE—For N. Y. C. Agency or Publisher. Christian, 30. Ten years' experience as salesman. Has completed course in Advertising and Commercial Law. Box 406, P. I.

Harvard man, 23; sales correspondent for high-grade mail-order concern; asst. adv. mgr. for \$80,000,000 mfr. (hit by war), seeks permanent mail-order opening. Understands credits. *Begin anywhere.* Box 402, care **Printers' Ink**.

In Boston there is an advertising sales manager or executive in need of an assistant possessing all the earmarks of a comer. To that man I offer the same quality of service that induced my former chief to reserve my place indefinitely. Box 401, care P. I.

COPY WRITER FOR AGENCY OR ADVERTISING MANAGER

Trained in department store selling, buying, advertising, management. Eight years' agency experience—display ads, booklets, letters, details, plans, management. Wide education. Versatile. Energetic—original—thorough. Ambitious and capable. Envious record. Married—35. Profitable investment at \$5000. Box 994, **Printers' Ink**.

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Superintendent or Foreman of Printing—past master in aggressive efficiency and economical production—seeks position in South; now with one of Boston's largest printing houses, but will resign soon. Address Costservice, care Printers' Ink, 1 Beacon St., Boston.

EXECUTIVE—Familiar with all departments of the manufacture and sale of farm implements, wants opportunity offering chance for advancement. Now open for engagement. Age 35; married; good habits. Sixteen years broad and valuable experience. Box 988, P. I.

DIRECTOR OF ADVERTISING, ART AND PRINTING

with twelve years' advertising experience is open for engagement; recognized authority in art work for advertising sales purposes; excellent references; a man of ideas, with a thorough technical knowledge of art work, engraving and printing. Address Box 997, care PRINTERS' INK.

Sales Promotion Man

Advertising manager of largest retail distributor of Victrolas with a chain of four stores in New York City is open for position with agency or manufacturer. Thoroughly experienced in the mechanics of advertising. Has made a special study of retail promotion work. Box 993, care Printers' Ink.

An executive, responsible for the successful management of a printing plant employing two hundred people, is handicapped by conditions that are unusual and beyond his control. Thirty-five years of age; a college graduate; a man who, because of his business principles, progressiveness and experience in handling the affairs of large plants, has always, and is now, making good. Your business may need an executive who will resign his present high-salaried position for one offering unlimited opportunities. No plant invoicing less than \$75,000 considered. Address "Confidential," Box 999, care PRINTERS' INK.

I AM A HIGHLY EFFICIENT ADVERTISING SALESMAN. I WANT A JOB. THIS IS WHAT THE president of the world's largest publishers of engineering papers says of me: "Mr. _____ has been in the employ of our company for ten years. For eight years he was the representative of the company on the Pacific Coast. We transferred him to New York City, where we had a vacancy for a good man. He has always served us faithfully. He is a good salesman; a persistent, aggressive, capable solicitor. We have always found him honest and reliable. I am very glad to certify to whom it may concern that Mr. _____'s record with us is clear. He leaves us entirely of his own volition, and we heartily endorse his application to anyone who needs a capable, experienced advertising salesman." Ellsworth, 689 S. Carondelet Street, Los Angeles, Cal.

A successful man with international experience in agency and newspaper work as copy and merchandizing man seeks change. Now making good with small agency. Excellent credentials and specimens to prove ability. Philadelphia, Baltimore or New York preferred. Box 983, care Printers' Ink.

ADVERTISING MANAGER

or assistant to advertising sales executive of large corporation is open for engagement. Experience of over twelve years with agencies on national accounts. Thorough training in advertising and sales work. Highest credentials as to character and ability. Address Box, 998, care PRINTERS' INK.

READY ABOUT JUNE 1ST

A man of 27, with ten years' experience in the printing and lithographic field, now successfully engaged in selling, seeks opening as advertising manager with manufacturing concern. Well versed in advertising technique, creative, adaptable and familiar with modern sales methods.

Position must be permanent and hold good future. Salary \$2700. Some progressive manufacturer in New York State would find my services valuable. Can show an excellent record. Address Box 991, care Printers' Ink.

WAITING!

ARE you looking for a resourceful copy man—a creator of vigorous ideas that buttonhole the attention?

IF YOU ARE, here's one who can produce snappy house-organs, clean-cut resultful "ads" or circulars, and letters which sell.

TWENTY-SEVEN, experienced, a college graduate, he wishes a larger opportunity. And—

HE CAN AFFORD TO WAIT

Box 989, care Printers' Ink.

THOROUGH Publication Experience Can You Use It?

College and law school graduate. Seven years on well-known magazine. Conducted successful national press bureau for three years. Also served as reporter, special writer, editor of special departments, managing editor and acting editor. For four years was business manager and assistant treasurer in direct charge of subscriptions and advertising and of a substantial book jobbing and publication business. My work has called for a wide variety of writing for practical results and has compelled an accurate knowledge of publication accounting, printing and paper. After short service in another line, wish to return to publication work. Box 992, care Printers' Ink.

Table of Contents

PRINTERS' INK, April 26, 1917

Economy Movement Provides New Opportunities for Advertisers.....	3
<i>S. C. Lambert</i> How Various Products May Be Linked to Work of Department of Agriculture.	
Colgate Advertises Daylight Saving.....	12
Pulling the Teeth of Private Brand Competition.....	17
<i>Philip Francis Nowlan</i>	
Collecting from Delinquent Customers by Building Them Up.....	25
How a Service Department May Effectively Supplement the Work of the Credit Department.	
Dress Manufacturers Will Feature Their Sanitary Shops Through Advertising	32
Paving Men Advertise to Placate Critical Taxpayers.....	37
Twenty Chicago Paving Contractors Use Newspapers in Co-operative Campaign.	
Home Furnishers to Co-operate in Big Advertising Campaign.....	39
A Review of Canadian Government's Advertising.....	45
<i>John M. Imrie</i> Mgr., Canadian Press Assn., Inc.	
A. N. P. A.'s Record of Accomplishment.....	47
<i>Frank Leroy Blanchard</i> What the Organization Has Done in the Thirty Years of Its Career to Advance the Interests of the Newspaper Business.	
"Let's Start a House-Organ"—And They Did.....	57
Hence This "Close-Up" Story of the Trials, Tribulations and Final But Chastened Triumph of One House-Organ Editor.	
Help Afforded Advertisers by A. N. P. A. Bureau of Advertising.....	65
How Forhan Placated "Professional Ethics" in Its Consumer Campaign...	69
<i>Bruce Bliven</i> Manufacturer of a Dental Preparation Lets Dentists Have One Product Exclusively While Advertising Another to Laymen.	
"Redouble Efforts to Do Business," Urges President Ford.....	76
Entrance Examinations Suggested for Would-Be Storekeepers.....	81
<i>Leonard Tingle</i>	
Creel Expects to "Clear" Any Government Advertising Done.....	86
The Exact Definition of His Powers as Yet in Doubt.	
Russian Posters Strong in Pictorial Treatment.....	93
Their Aim Was to Arouse the Peasantry to Support the Romanoffs.	
Stock Exchange Members' Co-operative Campaign Short-lived.....	101
New York Exchange's Conduct Committee "Disapproves" Initial Effort.	
How Shall the Manufacturer Deal With Local Legal Restrictions.....	109
<i>Richard S. Coe</i> The Case of the Larkin Company Shows That Frequently Such Restraints Are Invalid.	
Editorials	118
Avoid Patriotism as Sales Argument—Sales Figures Make Good Copy—National Service Copy Should Be Definite—Baseball and Cost of News Print.	
The Little Schoolmaster's Classroom.....	122

Who buys the Motor Car?

Do you know?

We do.

Do you want the facts?
—it took one man in the
Scribner organization nearly
four months to uncover the
facts now available to motor-
car manufacturers and their
advertising agents.

If you are interested,
some member of our organ-
ization will come with the
facts. Who is interested?

SCRIBNER'S

THE LEADING HIGH-GRADE

MAGAZINE

NEW YORK: 597 Fifth Avenue • CHICAGO: 608 S. Dearborn Street

If you judge a newspaper's effectiveness as an advertising medium by its volume of "classified" advertising, then bear in mind that *The Chicago Tribune prints more "classified" advertising than any other Chicago paper.*

If you judge a paper's effectiveness by its volume of "class" advertising, then remember that *The Chicago Tribune prints more "class" advertising than any other Chicago paper.*

If you judge a paper by its total volume of advertising, then bear in mind that month in and month out, year in and year out, *The Chicago Tribune's total volume of advertising is far greater than that of any other Chicago paper, and greater than the total volume of the other Chicago morning and Sunday papers combined.*

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

	650,000
	600,000 Sunday
Circulation over	400,000
	350,000 Daily

Member Audit Bureau of Circulations

Eastern Advertising Office :	251 Fifth Avenue, New York City
Pacific Coast Advertising Office :	742 Market Street, San Francisco